

J A N U A R Y



THE INLAND PRINTER

ANNUAL READERS' SERVICE NUMBER



They're All Eyes for Good Advertising on
CHAMPION PAPER

Well conceived and well executed selling literature gets everyone's attention . . . and holds it. Better grades of printing and lithography are becoming increasingly productive as homes and business get more money to spend for quality goods. Cash in on today's conditions by buying good literature from a good printer, and asking him to produce it on Champion paper. There is a grade for every job, whether you require coated or uncoated book, offset, envelope, cardboard, or postcard.



THE CHAMPION PAPER AND FIBRE CO., Hamilton, Ohio

MILLS AT HAMILTON, OHIO . . . CANTON, N. C. . . HOUSTON, TEXAS

*Manufacturers of Advertisers' and Publishers' Coated and Uncoated Papers, Cardboards, Bonds, Envelope
 and Tablet Writing . . . Over 1,500,000 Pounds a Day*

DISTRICT SALES OFFICES

NEW YORK · CHICAGO · PHILADELPHIA · CLEVELAND · BOSTON · ST. LOUIS · CINCINNATI · ATLANTA

A new Ludlow typeface



SAMSON— to tell a forceful sales story

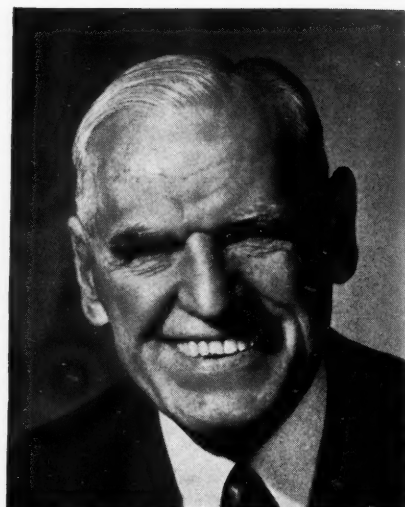
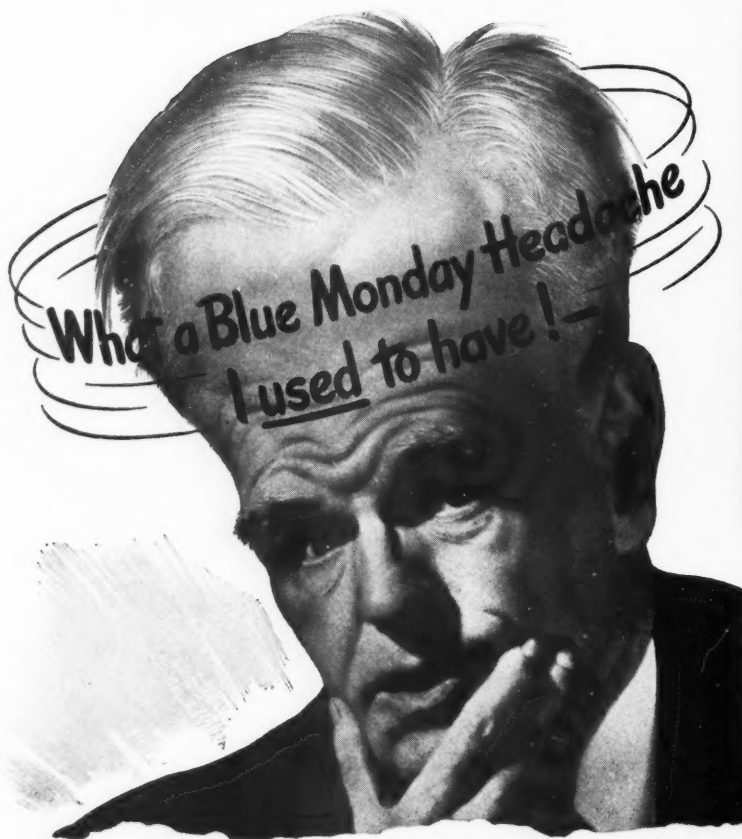
Here is a new Ludlow display typeface with power plus, competent to deliver a man's-size message with conviction. . . . Interesting and original in design, and like no other available typeface, it will contribute a note of individuality to any composition in which it is used. . . . Now available in Ludlow matrices in 24 pt., 36 pt., 48 pt., 60 pt. and 72 pt. sizes. . . . Specimen sheets gladly sent upon request.

Ludlow Typograph Company

2032 Clybourn Avenue Chicago, Illinois

Set in Ludlow Samson and Radiant Medium

Consult Advertisers, Also Annual "Where-to-Buy-It" Guide, Pages 21-28



Now!—

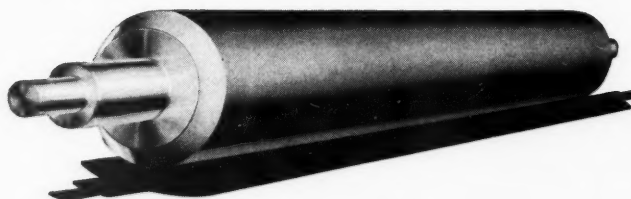
my presses are ready and
rarin' to go, after winter
week-end shut-downs.

Daycos Cure the "COLD WEATHER CREEPS"

Printers everywhere have found that Daycos, the original and leading synthetic rubber rollers, bring quick relief to headaches caused by the "cold weather creeps."

Always rarin' and ready to go, Daycos need no coddling, no pampering—no warming up. Away in a flash and going, they keep going to outperform ordinary rollers on every turn while often lasting four times as long.

Daycos retain their face for millions of impressions. They prevent delays and minimize "down" time. Daycos are tough and durable, too—they resist cuts and abrasions, step up production and give consistent top quality



work at lower-cost-per-month-of-use. And don't forget these all-season, all-purpose Daycos are tailored to the exact plasticity that your work requires.

Say goodbye for keeps to the "cold weather creeps"—brighten up blue Mondays and pep up your pressroom

production every day—get the one and only genuine Dayco Roller with renewable surface (Re-Daycoing) feature that's typical of every Dayco.

THE DAYTON RUBBER MFG. CO.
DAYTON, OHIO

The Originators and Pioneers of Synthetic Rubber Printing and Lithographic Rollers

Dayco Rollers

THE ORIGINAL AND PIONEER SYNTHETIC RUBBER PRINTING AND LITHOGRAPHIC ROLLERS

THE ALL PURPOSE ROLLER FOR  FORM, DISTRIBUTOR, DUCTOR, ETC.

COPYRIGHT 1941, THE DAYTON RUBBER MFG. CO.

DAYCO
PATENTED RENEWABLE SURFACE



CAN BE APPLIED TO
ANY METAL STOCK

Published monthly by The Inland Printer Company, 309 West Jackson Boulevard, Chicago, Illinois. Subscription rate \$4.00 a year in advance; single copies, 40 cents. Canadian \$4.50 a year; single copies, 45 cents. Foreign \$5.00 a year; single copies, 50 cents. Entered as second-class matter, June 25, 1885, at the Post Office at Chicago, Illinois, under Act of March 3, 1879. Copyrighted, 1941, The Inland Printer Company.

Danger Ahead!



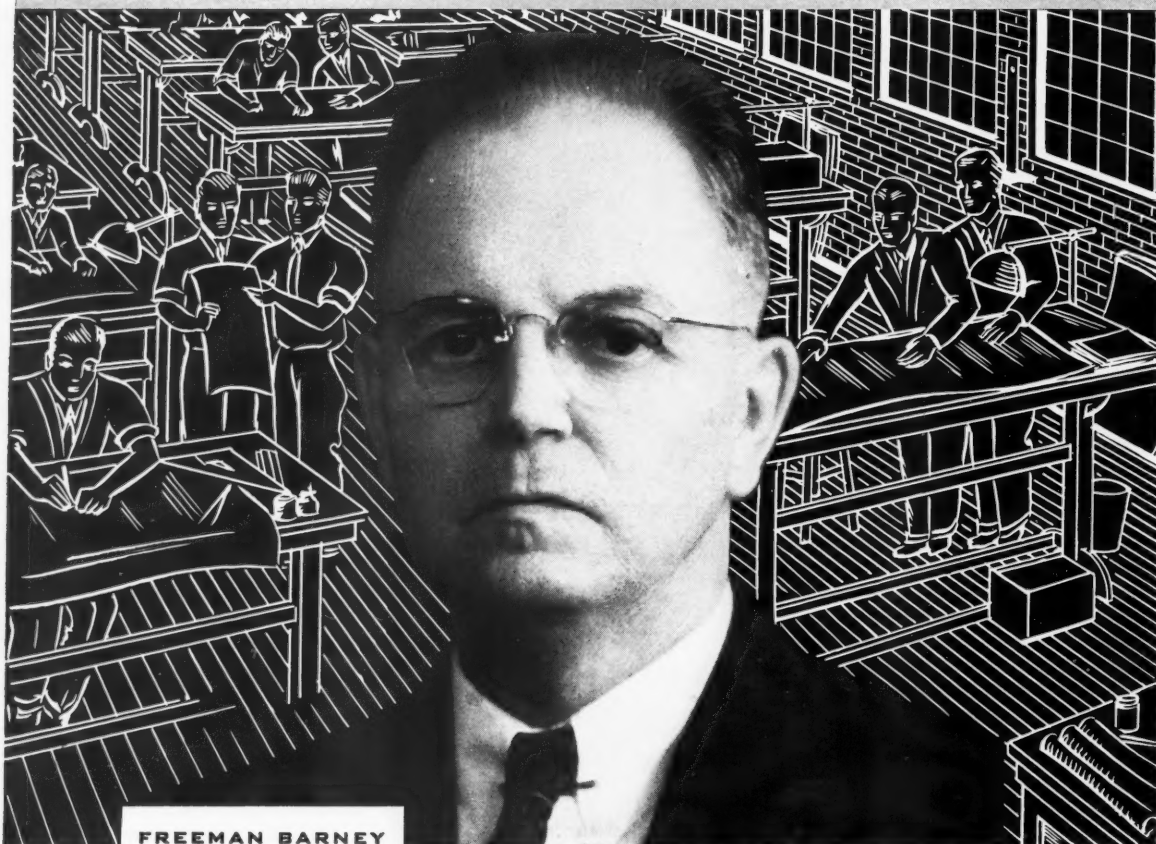
14
SPARKLING
COLORS
and a
DISTINCTIVE WHITE
for letterheads and
business forms

★
You'll find plenty of
color in
HOWARD MIMEOGRAPH
and **HOWARD LEDGER**,
too.


HOWARD BOND

The nation's business paper

HE'S NEVER SATISFIED!



FREEMAN BARNEY
DESIGN ENGINEER
THE CHALLENGE MACHINERY
COMPANY

 Mr. Barney believes in the old saying that "there's always room for improvement." He's been with us for 38 years, and during all that time he's never been completely satisfied with any Challenge product nor with any method of printing production.

He's always seeking to improve the appearance and performance of Challenge machinery and equipment . . . to find new ways of doing things in the print shop . . . to discover short cuts to printing profits by making the printer's job easier.

Because he's never satisfied, Challenge products are being constantly improved—advanced in design—refined in style. Working with Challenge engineers in their diligent search for better methods of printing production, his department is continually bringing forth new ideas in machinery and equipment—modernizing old models—creating new ones—originating tools for greater print shop efficiency.

Mr. Barney's record typifies the determination of this organization to keep Challenge ahead!

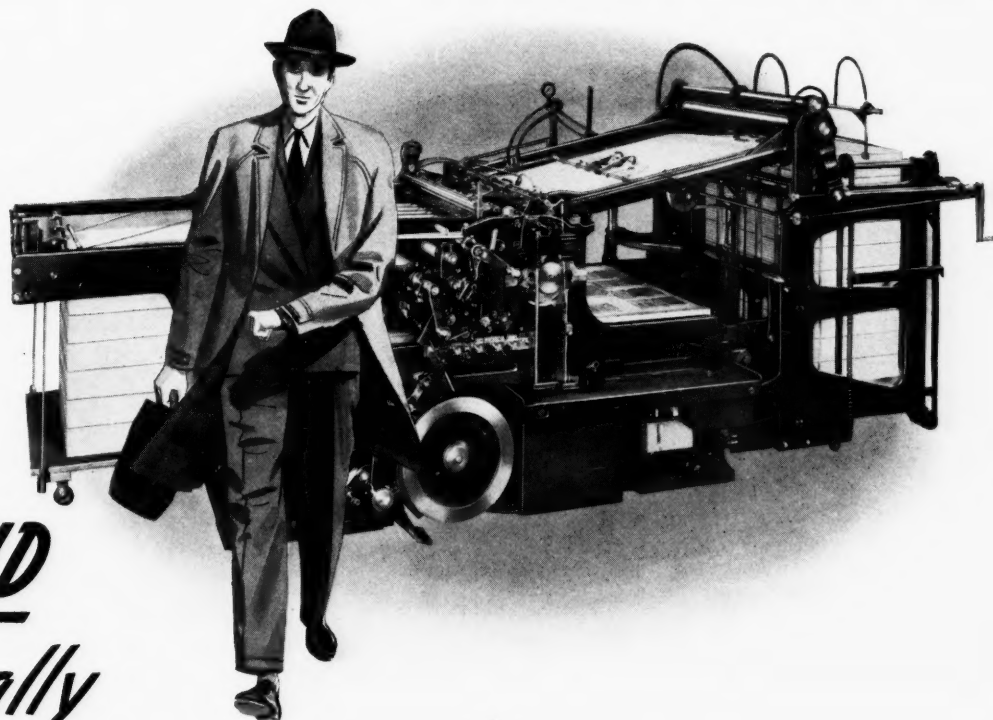
THE CHALLENGE MACHINERY COMPANY

MAIN OFFICE AND FACTORY:
GRAND HAVEN, MICHIGAN



EASTERN SALES OFFICE:
50 Church Street, NEW YORK

SALES are made by smart salesmen



AND
equally
efficient presses...

BACK of every selling success is a satisfied customer and satisfactory service — good printing produced on time and at a fair price.

Modern Miller Automatics have all "selling qualities" essential to modern printing sales. Check today's busy pressrooms and find Miller Automatics which —

... provide versatile production at speeds equaled by no other press or process.

... are prominent in pressrooms of high financial rating.

... offer the greatest square inch production per dollar of investment.

... outnumber other contemporary presses of similar size by three or four, or even ten to one. Information on Miller Automatics, in sheet sizes from 13x20 to 40x52 gladly given to reputable concerns, on request.

"MORE SALES FROM PRINTING" is a new portfolio demonstrating the practical versatility of modern letterpress — a wide range of profitable printing done every day on modern Miller Automatics. On request, any representative, branch office or agent of this Company will be glad to show the portfolio.



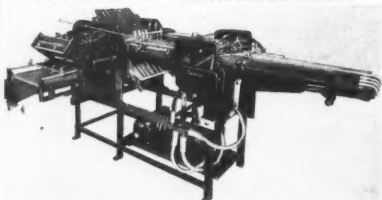
MILLER PRINTING MACHINERY CO., PITTSBURGH, PA. ¶ *World's largest exclusive manufacturer of automatic cylinder presses*

Consult Advertisers, Also Annual "Where-to-Buy-It" Guide, Pages 21-28

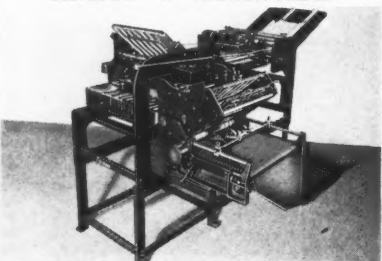
You're **LOOKING AHEAD** *when you*

LOOK *at a* CLEVELAND

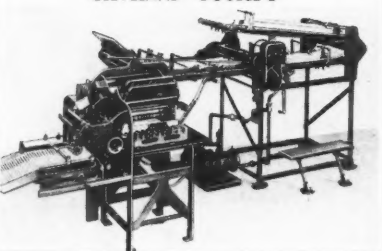
CLEVELAND "W" CONTINUOUS FEEDER



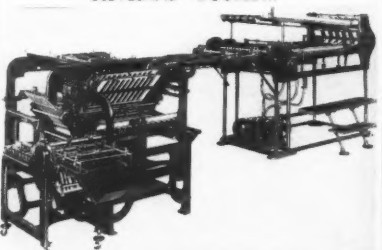
CLEVELAND "W" FRICTION FEEDER



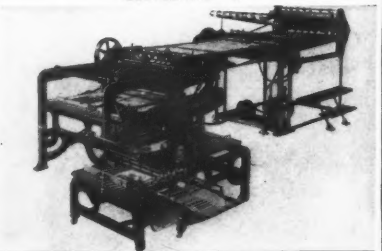
CLEVELAND "DOUBLE-O"



CLEVELAND "DOUBLE-M"



CLEVELAND "K"



Thanks to the high standards set by Cleveland Engineers, the four Models of Cleveland Folders illustrated here not only meet present day folding needs . . . they are designed and built to meet **FOR YEARS TO COME** the demand for Wide Variety, High Speed, Range of Sizes, Convenience of Operation and Durability.

AHEAD IN VARIETY OF FOLDS

Each CLEVELAND Model makes practically every type of fold ever needed in the largest sheet it will fold—right angles, gang work, parallels, multiple signatures or single signatures.

AHEAD IN PRODUCTION

The New CLEVELAND Models operate at speeds 50% faster than older models. This feature, together with the continuous feeder—no stops for reloading—assures hourly production far in advance of any other folder.

AHEAD IN RANGE OF SIZES

When you are ready to buy a CLEVELAND, you have the choice of four sizes. You can select the size that will handle your work to best advantage, and give you the most operating time.

AHEAD IN OPERATING CONVENIENCES

CLEVELANDS are simple and quick to adjust and operate—hinged deflector on each fold plate, thumb screws for roller tension; diagonal roller feed table and cross carriers, universal stackers and fold plate gauges, all adjustable without tools.

AHEAD IN DURABILITY

CLEVELANDS have a reputation for long service. Precision built—bronze bushings at wearing points—engineered for continuous high speed operation.

BEFORE YOU BUY

It will pay you to LOOK AT A CLEVELAND. Ask for literature—ask for a representative. It costs you nothing to get the **FACTS** about the CLEVELAND. No obligation.

CLEVELAND SIZES

"Double-O" 4 x 6" — 22 x 32"	Model "W" 3 x 4" — 14 x 20"
"Double-M" 5 x 7" — 28 x 58"	Model "K" 10 x 12" — 39 x 58"

Dexter Folder Company, Pearl River, New York

NEW YORK, 330 West 42nd Street • CHICAGO, 117 West Harrison Street • PHILADELPHIA, Fifth and Chestnut Streets • BOSTON, 185 Summer Street
 CLEVELAND, 2391 Fenwood Road • ST. LOUIS, 2082 Railway Exchange Building • DALLAS, J. F. Carter, 5241 Bonita Avenue • SAN FRANCISCO, LOS
 ANGELES, SEATTLE, Harry W. Brintnall Co. • ATLANTA, Dodson Printers Supply Co., 231 Pryor St., S.W. • DENVER, A. E. Heinson, 1441-47 Blake St.



THREE OF THE TWENTY SEYBOLD ELECTRIC AUTO SPACERS AT G.P.O.

Fifty-six Seybold machines are now in operation or are on order at the new Government Printing Office—installed and serviced by our Eastern representatives, the E. P. Lawson Company, Inc.

Years of testing, subjecting each type of machine to the strenuous service characteristic of the world's largest print shop, stand back of the G. P. O. decision to "go Seybold"—to standardize on Seybold paper cutting equipment, particularly on the Seybold Electric Auto Spacer, Seybold Continuous Feed Trimmer, Seybold Knife Grinder, Seybold-Wright Multiple Drill, and Morrison Wire Stitcher.

Just as Seybold-built machines meet the rigid specifications of the Federal Government, so also do they satisfy the needs of independent shops everywhere, large and small, printers, lithographers, binderies, converters, paper mills, alike. And no matter where you are or what your paper cutting needs may be, our representatives can give you prompt and expert service.

SEYBOLD DIVISION, Harris • Seybold • Potter Co.
833 WASHINGTON STREET • • • • DAYTON, OHIO

Seybold Sales and Service Agents

NEW YORK CITY: E. P. Lawson Co., Inc.,
426-438 West 33rd Street

ATLANTA: Harris-Seybold Sales Corp.,
120 Spring St., N. W.

SAN FRANCISCO, LOS ANGELES,
SEATTLE: Harry W. Brintnall Co.

CHICAGO: Chas. N. Stevens Co., Inc.,
110-116 W. Harrison St.

TORONTO, MONTREAL: Harris-Seybold-Potter (Canada) Limited

LATIN AMERICA: National Paper and Type Co., Inc., New York City

Seybold Paper Cutting Equipment at the Government Printing Office Includes:

Seybold Electric Auto Spacer Cutters—20 machines now installed.

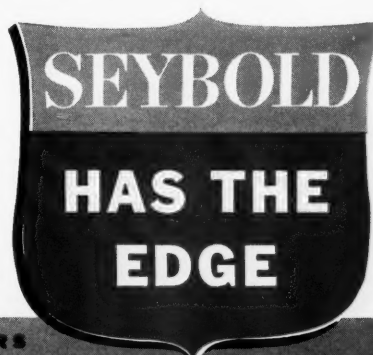
Seybold Continuous Feed Book Trimmers—five machines in operation.

Seybold Precision Automatic Knife Grinder—one machine installed.

Seybold Round Corner Cutters—six machines installed.

Seybold-Wright Multiple Drills—ten machines in operation.

Morrison Wire Stitchers—four machines installed.

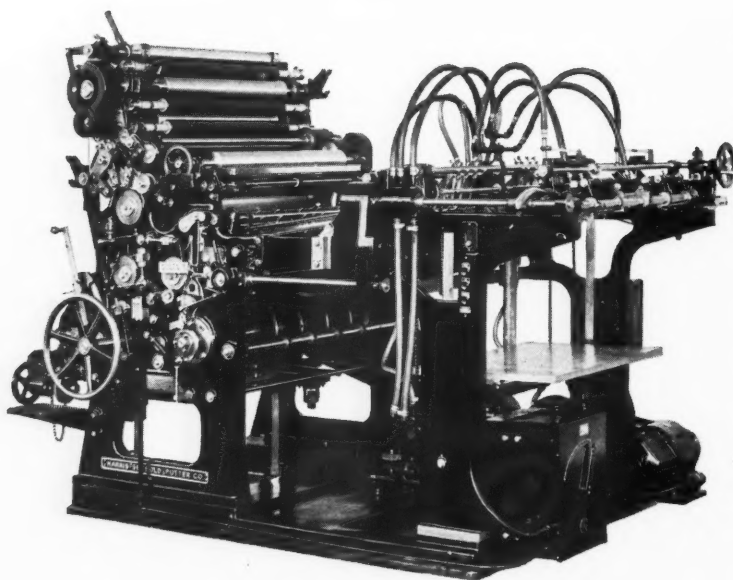


PRECISION PAPER CUTTERS • BOOK TRIMMERS
DIE PRESSES • KNIFE GRINDERS • DRILLS • WIRE STITCHERS

OFFSET RELEASES THE

Full Power

OF THE PRESSROOM



★ LSB ★ 17 x 22 Single Color

HARRIS LITHO CHEMICALS

Through research, Harris has developed and standardized new chemicals for both deep etch and surface plate making processes. Full details upon request. Write us with reference to your lithographic problems.

★ The ability of any pressroom to serve the needs of today's market is limited by its press equipment. The addition of Offset releases the full power of the pressroom and the choice of Harris Presses helps you to a position of leadership in Offset production.

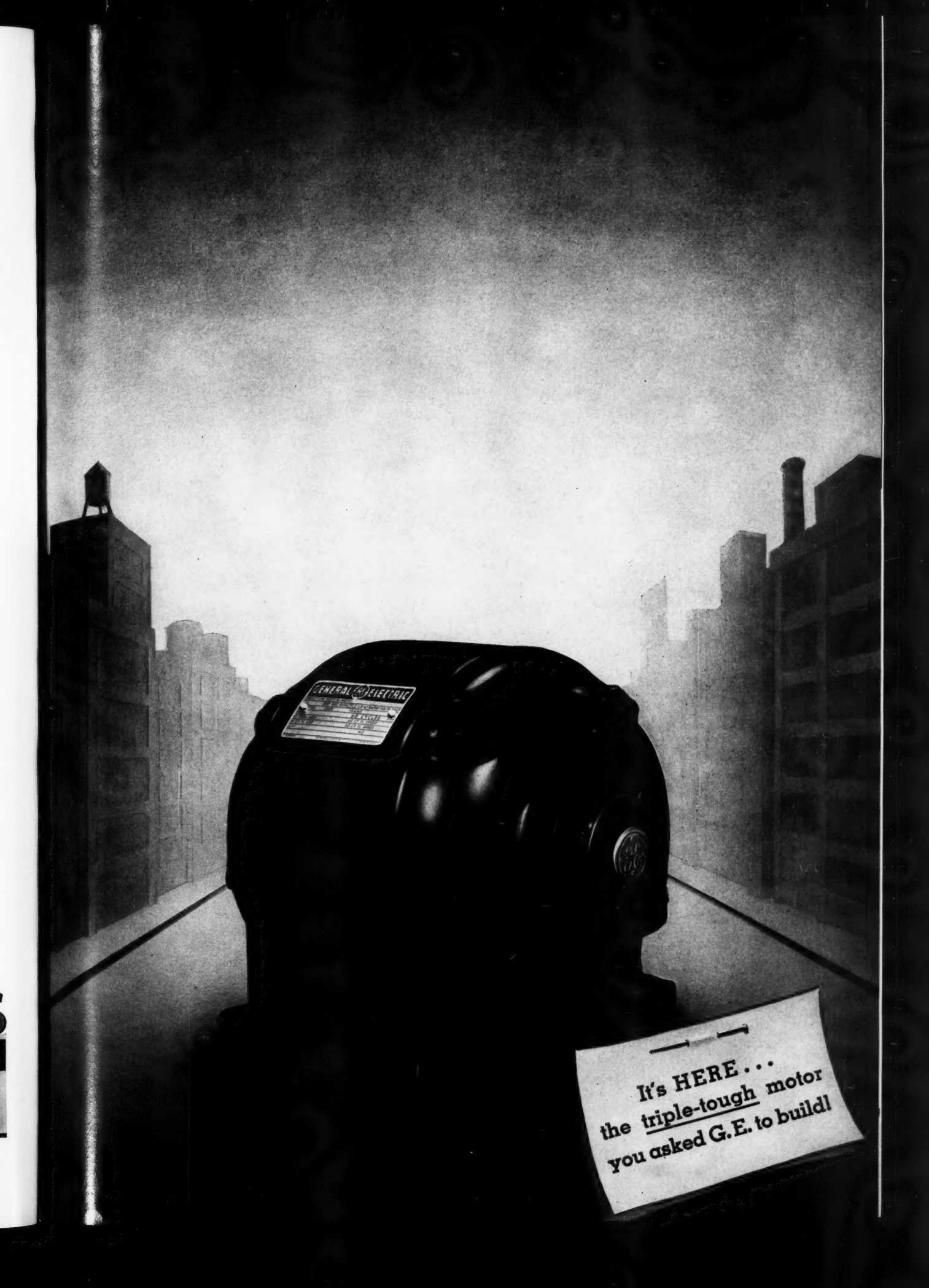
There is no better evidence of Offset's position in business progress than its tremendous growth as a method of putting ink on paper; there could be no wiser selection of press equipment than your choice of Harris.

HARRIS OFFSET PRESSES

HARRIS · SEYBOLD · POTTER · COMPANY ·

PIONEER BUILDERS OF SUCCESSFUL OFFSET PRESSES

General Offices: 4510 East 71st St., Cleveland, Ohio • Harris Sales Offices: New York, 330 West 42nd St. • Chicago, 343 So. Dearborn St. • Dayton, 819 Washington St. • Atlanta, 120 Spring St., N.W. • San Francisco, 420 Market St. • Harris-Seybold-Potter (Canada) Ltd., Toronto, Montreal • Factories: Cleveland, Dayton



GENERAL ELECTRIC
MOTOR
1/2 HP
115 V
1725 RPM
50 C

It's HERE...
the triple-tough motor
you asked G.E. to build!

We combined *500* man-years of
with *62* years of

TRI CLAD

*is your
answer!*



The New
**GENERAL ELECTRIC
POLYPHASE
INDUCTION
MOTOR**

1, 1½, 2, and 3 hp. Larger sizes later

BUILT FOR PROTECTION FIRE

Years of RESEARCH Years of motor EXPERIENCE

1

Extra Protection
against
physical damage

2

Extra Protection
against
electrical breakdown

3

Extra Protection
against
operating wear
and tear

THE Tri-Clad motor is all new—and it's built to industry's own specifications. Five years of asking questions among motor users in all types of industry and studying industrial processes told us what you want in a general-purpose motor—what you want in styling—in convenience and adaptability—in extra protection on the job. At the same time, through its research and engineering organizations General Electric was developing new and unique materials, such as insulations based on synthetic resins; new manufacturing processes, such as the "booking" method of casting; and new ways of getting the most out of the active material in a motor, such as controlled annealing. Out of these new ways of doing things came the ability to build the triple-tough motor you asked for.

We call this new motor "Tri-Clad" because extra protection has been built into it in three basic ways:

1. The sturdy, cast-iron frame and end shields with no openings above the

center line protect the vital parts against physical damage. There's no chance for falling materials or dripping liquids to get inside.

2. The new motor windings of Formex* wire, together with improved insulating materials and methods, give extra protection against electrical breakdown.
3. Fundamental improvements in bearing design give extra protection against failure or excessive wear in service. A scientifically improved lubricating system and double-end ventilation augment this protection.

Here's a test: Recall every point of weakness that has ever cropped up in a general-purpose motor to cost you money. Then check them against the features listed on the next page. Don't stop with protection; consider the characteristics, the convenience features, the sleek styling—even the paint job and the name-plate. We'll rest our case for Tri-Clad on how close it *then* comes to your ideas of what a truly modern motor ought to be. *Reg. U.S. Pat. Off.



TURN PAGE
FOR INSIDE
STORY

T O L A S T



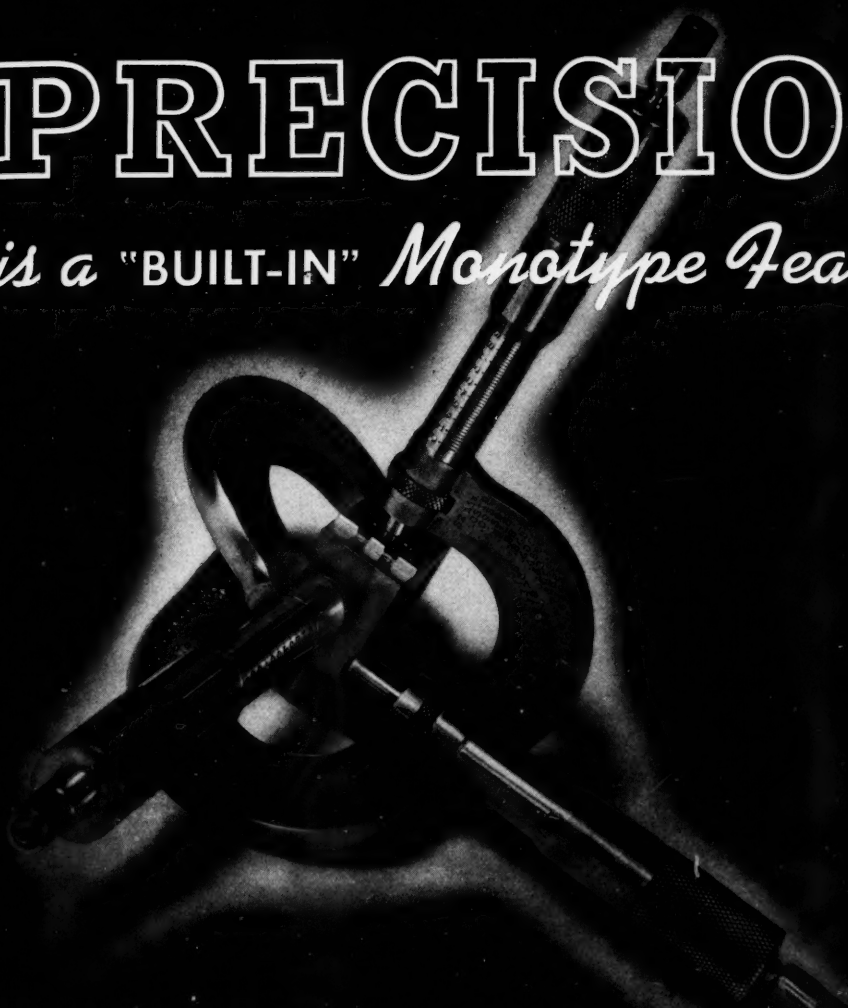
- One-piece, cast-iron frame and rigid cast-iron end shields protect the motor against external blows and accidental abuse.
- Enclosed construction protects against entry of falling objects and dripping liquids; keeps chips and the like from vital motor parts.
- Low-velocity, double-end ventilating system provided by fans cast integrally with rotor winding keeps the motor running cool and prolongs insulation life.
- New winding methods give shorter end turns, reduce the number of internal connections, and improve characteristics.
- Mounting features adding to convenience include reversible stator and four-position end shields.
- Synthetic-resin insulating varnish, with exceptional bonding strength and high resistance to heat, bonds the conductors together and prevents movement of the windings.
- Steel-shell bearing linings of hard-tin-babbitt are of fundamentally new design and have a new method of grooving which provides positive lubrication for either direction of rotation.
- New and simple ball-bearing mounting assures correct alignment and exclusion of foreign materials. Easily cleaned and regreased by means of the G-E pressure-relief system.
- Big, roomy, four-direction conduit box is quickly removed from its base to give unrestricted working space for making connections. Flexible leads are clearly marked.
- Formex wire—the toughest magnet wire yet developed—assures a continuous dielectric film under the most severe conditions. Formex is highly resistant to abrasion, moisture, varnish solvents, and heat aging.
- End windings are coated with Glyptal No. 1201 red, providing a tough, hard finish that is highly resistant to heat, moisture, oil, and abrasion.
- One-piece cast-aluminum rotor winding with fans cast integrally is practically indestructible, has no joints, and gives a cool-running low-inertia rotor.
- All laminations, both in stator and rotor, are annealed for low iron losses and uniform characteristics. Special rotor treatment improves operating characteristics.

General Electric Company, Schenectady, N. Y.

GENERAL  ELECTRIC

PRECISION

is a "BUILT-IN" Monotype Feature



ACCURACY in height-to-paper, in set size and point size, and in the fitting and alignment of characters, one of the distinguishing characteristics of type cast on Monotype Type-Setting and Type-Casting Machines, is the result of careful design and manufacture of Monotype Molds and Matrices. Specifications which permit a tolerance of only two ten-thousandths of an inch are carefully executed by skilled craftsmen with the aid of specially designed tools and machines.

Monotype owners know that no products used in their composing room are equal in accuracy to the new type, rules, leads, slugs and metal furniture which are made on their Monotype machines.

In the manufacture of Monotypes and in the type and material they produce, accuracy is not an accident—Precision is a “built-in” Monotype feature.

Pre-Makeready begins by using Monotype-cast Type

LANSTON MONOTYPE MACHINE COMPANY

Monotype Building, Twenty-fourth at Locust Street, Philadelphia, Penna.

[Text Composed in Monotype Baskerville Bold, No. 453]

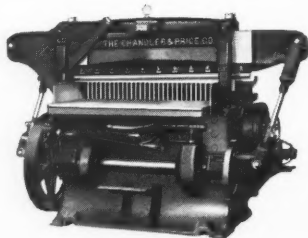
Consult Advertisers, Also Annual “Where-to-Buy-It” Guide, Pages 21-28

PROFITABLE EQUIPMENT FOR ANY PRINTING PLANT

THE fact that you find Chandler & Price presses and paper cutters in thousands of printing plants of all sizes is evidence of the adaptability and profitable production C & P equipment provides.

No matter whether your plant is large or small, there's a place for one or more Chandler & Price presses, because these machines will handle a very, very large percentage of your "run of hook" work—be it fine halftone and color printing or ordinary letterheads and forms. Write for complete details of any Chandler & Price printing machinery in which you may be interested.

CHANDLER & PRICE AUTOMATIC PAPER CUTTERS, built in 39 in., 44 in. and 50 in. sizes. Knife pulled, not pushed through stock; binder friction adjustment accessible at side of cutter; back gauge lock that takes up its own wear; and many other exclusive features of interest to every experienced cutter owner and operator. Ask for illustrated bulletin and specifications.



THE 34½ in. CRAFTSMAN CUTTER. For the busy plant of moderate size, or to provide extra capacity at small investment for the larger plant. Many features similar to larger C & P full-automatic cutters—solid frame for permanent accuracy; knife pulled, not pushed through stock; back gauge clamp that takes up its own wear, etc. Write for complete description.

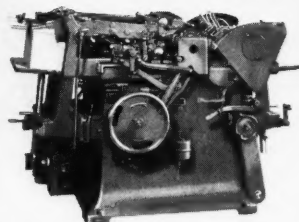


THE CHANDLER & PRICE CO.
CLEVELAND, OHIO

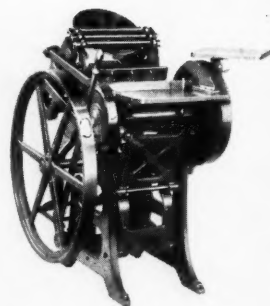
NEW YORK
Grand Central Palace
480 Lexington Ave.



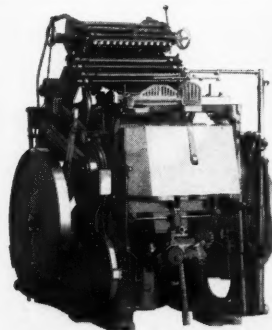
CHICAGO
Transportation Bldg.
608 S. Dearborn St.



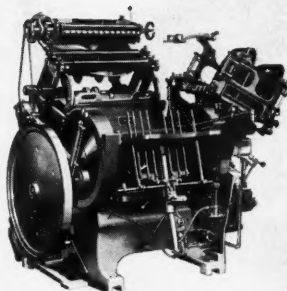
CYLINDER PRESSES—Built in 11x15 and 12x18 sizes. Handle stocks from onion skin to 4-ply cardboard. Complete accessibility for form changes and makeready. Produce fine halftone, close register and color work. Speeds up to 4800 impressions per hour. Write for complete descriptive booklet.



CHANDLER & PRICE NEW SERIES PRESSES for hand feeding are built in 4 sizes, 8x12, 10x15, 12x18 and 14½x22. Quickly made ready, easy to feed, and handle profitably a large share of the work in the average job plant. Low in first cost, in cost of operation and upkeep. Ask for detailed specifications and price on the size to fit the work you have to do.



THE CRAFTSMAN AUTOMATIC UNIT, 10x15 and 12x18. The high efficiency automatic job press, incorporating Hand-wheel Impression Control and many other features insuring better presswork and high hourly production, with less time lost in makeready and press adjustments. Write for illustrated bulletin and specifications.



THE 14½ x 22 CRAFTSMAN AUTOMATIC UNIT. Regular, Heavy Duty and Super Heavy Duty. Capable of finest presswork on many jobs usually considered unsuited to automatic presses. The Heavy Duty Units also provide automatic feeding on much die-cutting, scoring, creasing, stamping, embossing and book case blanking and inking that would otherwise require costly hand feeding. Specifications on request.

Versatility + Printability = *Permanized Letter*

If you haven't examined Whiting-Plover's new *Permanized Letter*, ask your Permanized Distributor to show you this paper, for it's as soft as a whisper and more versatile than a country doctor.

Let your customers see and feel *Permanized Letter* . . . it will help you sell many a job! For truly impressive Letterheads, Brochures, Announcements, Invitations, Menus . . . and here's a timely tip - Annual Reports - *Permanized Letter* fills the bill. It's an excellent paper to carry in stock, and will run through your presses like a song!

Permanized Letter
RAG CONTENT

AVAILABLE IN WOVE AND LAID IN EITHER
WHITE OR IVORY IN SUBSTANCES 20, 24 AND 28.

WHITING-PLOVER PAPER COMPANY

STEVENS POINT, WISCONSIN

Exclusive manufacturers of

Permanized RAG CONTENT
BOND - LEDGER - THIN *Papers*

Consult Advertisers, Also Annual "Where-to-Buy-It" Guide, Pages 21-28

Rouse

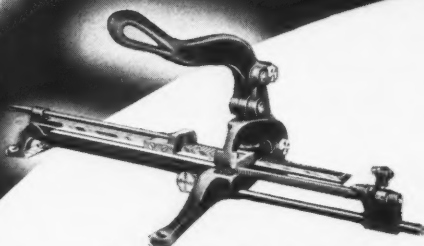
TIME-SAVING TOOLS FOR PRINTERS



Rouse
Composing
Stick



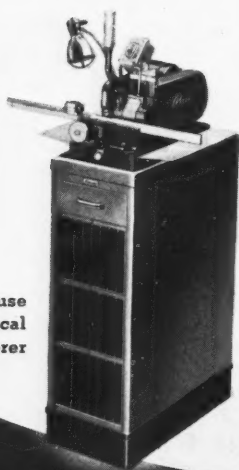
Rouse Hand Mitering Machine



Rouse Lead and Rule Cutter



No. 2 Rouse
Band Saw



Rouse
Vertical
Miterer

For more than forty years H. B. Rouse & Company has manufactured time-saving devices and tools for printers.

In no instance during this time has the ROUSE name been placed on any tool or equipment that has not been tested and proved practical under actual operating conditions.

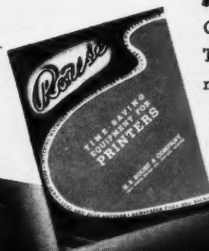
When you buy ROUSE equipment it is guaranteed accurate, and practical---the best that experience can make, or that money can buy.

Every Rouse tool is designed to increase production and add to your profits. See your Rouse dealer for the following items:

Band Saws	Page Frames
Composing and Makeup Rules	Press Seats
Composing Sticks	Register Quoins
Form Trucks	Sennett
Lead and Rule Cutters	Positive Assemblers
Lino Slug Cutters	Slug Clippers
Hand Mitering Machines	Star Wheel Sets
Power Mitering Machines	Stereotype Ratchets
Newspaper Bases	Tympan Paper Holders
Newspaper Files and File Racks	Tympan Stabbers
	Type Gauges
	Type Mortisers

FREE!

Complete Catalog of ROUSE
Time-Saving Tools and Equip-
ment---with prices.



H. B. ROUSE & COMPANY
2216 NORTH WAYNE AVENUE, CHICAGO, ILLINOIS

BROADCASTING THE BIG NEWS

of the Paper Industry



The ad below announces Kimberly-Clark's new line of coated papers: Trufect*, Kimfect and Multifect*. Buyers of printing everywhere will read about these exciting super-smooth papers . . . made especially for fine-screen halftone and brilliant color printing. A million selling messages appear monthly in the publications shown below. See Trufect, Kimfect and Multifect today. They cost no more than ordinary papers!



Now — a new vehicle for words and pictures that sell!



Entirely different, new formula coated papers providing all the beauty of costly printing paper at the price of ordinary paper.

■ Rewarding our more than sixty-eight years of constant research and experimentation, climaxing our many important contributions to printing art and advertising, Kimberly-Clark Corporation has perfected and now makes available a sensational new-type coated paper that allows printing results formerly obtained only with high-cost paper.

What does this new-type paper mean to you? Just this: IF YOU HAVE BEEN BUYING HIGHEST QUALITY PRINTING, you now can buy more printing at the same price by specifying Trufect*, Kimfect or Multifect*!

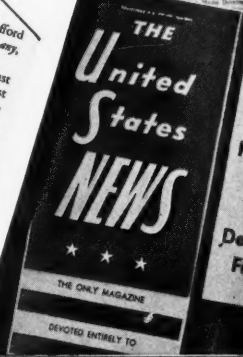
IF YOU HAVE A SMALL PRINTING BUDGET which has limited you to cheap-appearing catalogs,

circulars and brochures, you now can afford to step-up to quality paper at *little, if any, extra cost!*

What is this new-type paper like? Just visualize the smoothest, cleanest, richest appearing printing paper you ever saw — that's Trufect, Kimfect and Multifect — a grade to fit your needs and your budget.

Seeing is believing — Ask your printer or paper merchant to show you samples of this unique paper, or write Kimberly-Clark for proofs of printed results heretofore obtainable only with high-cost printing papers. You'll agree, these new-type papers do most for the money! They are available through your paper merchant. If you prefer, inquire direct.

KIMBERLY-CLARK CORPORATION
Established 1872
NEENAH, WISCONSIN
New York: 122 East 42nd Street • Chicago: 8 South Michigan Avenue
Los Angeles: 510 West Sixth Street



KIMBERLY-CLARK CORPORATION • NEENAH, WISCONSIN
Established 1872
NEW YORK: 122 East 42nd Street • CHICAGO: 8 South Michigan Avenue • LOS ANGELES: 510 West Sixth Street

Consult Advertisers, Also Annual "Where-to-Buy-It" Guide, Pages 21-28

*T. M. REG. U. S. PAT. OFF.



WESTERN STAGE COACH, 1870

TIMES and customs change, but artistic things endure. In the field of printing papers "texts" are the original and most beautiful examples of the art. The three grades of text papers made by The Beckett Paper Company have caught and held the charm of old papers, happily combined with the tastes and styling of today.

If you would make your printed productions impressive, with due consideration for economy, you'll do well to turn to: *Buckeye Text*, *Beckett Text*, *Tweed Text*.

Beginning with Buckeye Text, a moderately priced, deckle edge, rag content paper of great artistic merit, the price of the three grades diminishes until Tweed Text reaches the level of ordinary book papers.

If you wish to give your craftsmanship the best possible background it will be of advantage to consult your local distributor of Buckeye and Beckett papers, or to write us direct for sample books. We will gladly send them without cost to you if you will request them on your business letterhead.

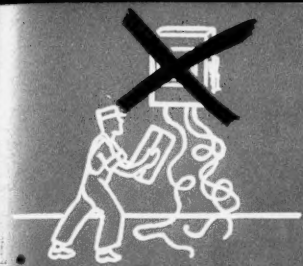
THE BECKETT PAPER CO., Hamilton, Ohio

Makers of Good Paper Since 1848

Three
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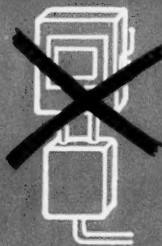
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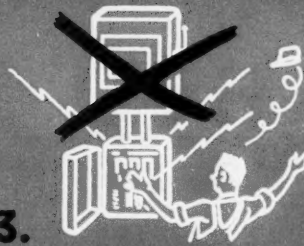
1. WASTE OF INSTALLATION TIME

With the combination starter you have only one piece of equipment to install and wire.



2. SACRIFICE OF VALUABLE SPACE

The combination starter takes less space than separate devices require. It can be mounted right on the machine.



3. DANGER FROM "HOT" PARTS

You can't touch live parts on the combination starter. The switch must be OFF before the cover can be opened.

3 THINGS YOU'LL AVOID

Three things any plant would gladly do without! The best part of it is, this attractive G-E combination starter not only eliminates the drawbacks of separate devices, but it costs you less than separate devices, installed.

We'd like you to have our new publication GES-2456, "More for Your Control Dollar." It shows how others are money ahead because they use G-E combination starters for the motors they install and the machines they buy. Write for your copy. General Electric, Schenectady, N. Y.



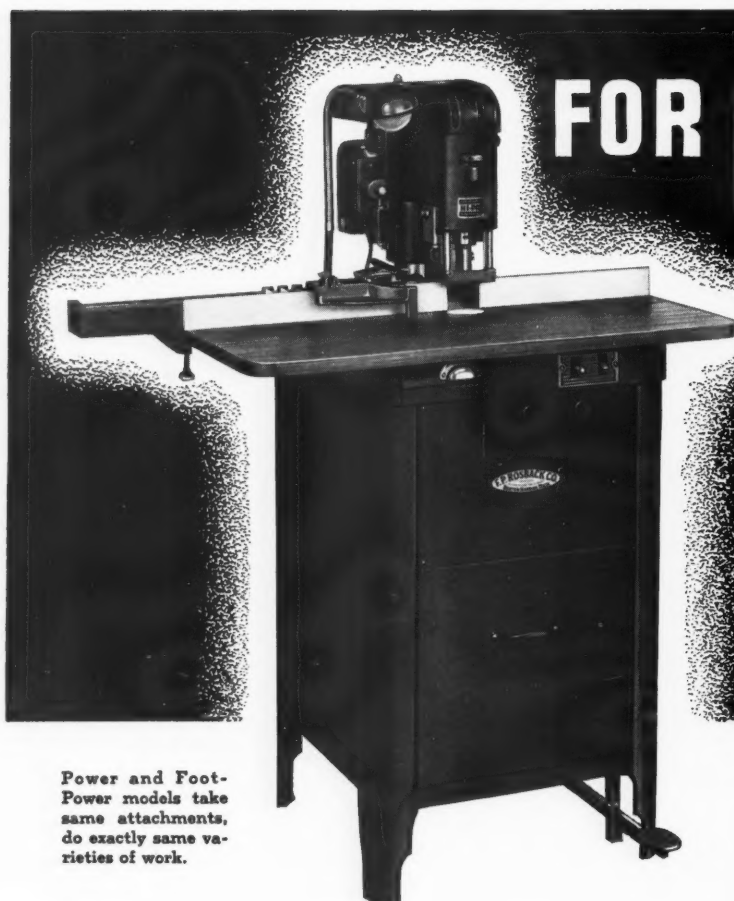
CIRCUIT SWITCH PLUS SHORT-CIRCUIT PROTECTION

MAGNETIC STARTER

With G-E COMBINATION STARTERS

GENERAL  ELECTRIC

670-20



Power and Foot-Power models take same attachments, do exactly same varieties of work.

FOR EXTRA PROFITS

The HI-PRO Paper Drill

WHEN you select a paper drill, be sure you get the one machine that gives you most opportunities for profit—the Rosback Hi-Pro. Whether you need the maximum production obtainable from a single-spindle power drill, or only the more limited output of a foot-power machine, remember that with the Rosback Hi-Pro you can do, on your one machine, by means of low-cost practical attachments, every variety of work that can be done by any paper drill at any price.

And only on the Rosback Hi-Pro can you obtain the patented one-piece slotting knife—approved by recognized authorities as the most efficient, most practical method for slot drilling.

Write us, or see your nearest Rosback dealer for prices and full information.

F. P. ROSBACK COMPANY

Largest Perforator Factory in the World
BENTON HARBOR, MICHIGAN



The Rosback Hi-Pro drills clean, round holes, any size from $\frac{1}{8}$ " to $\frac{1}{2}$ "—the only machine using suction on the drill to help prevent drill jamming and breakage.



The Rosback one-piece slotting knife cuts true slots, same width at bottom as at top of pack—no spreading as it goes through the stock. Note taper-flared slot.



Three sizes of round cornering knives available. Angle gauges with micrometer adjustment enable you to cut true corners even though stock may not be exactly square.



Kalamazoo slotting done on either power or foot-power Hi-Pro Drill, the only difference being in the height of lift cut at each stroke of the knife.

READERS' SERVICE GUIDE

MAKE IT "FIRST THOUGHT IN BUYING" ALL THROUGH 1941

Save Time—See Where to Buy ... Who Sells It ... Whom to Contact. Consult These and Our Regular Advertisers. They Are as Willing as We Are to Help You Solve Your Problems ... and Step Ahead!

Acetate Celluloid: Printing

CELLULOID PRINTING

DIE-CUTTING, FORMING, LAMINATING
Using **LUMARITH**
non-inflammable Cellulose Acetate
Also MASTR-Gloss laminating of
Cellulose Acetate to card and
paper stocks. Estimates Furnished.
The Hopp Press, Inc. 460 W. 34th St.
New York, N. Y.

Arc Lamps

For Correct Lighting use the new
Macbeth Photographic
Arc Lamps
Insist on Macbeth Carbon Arc
Camera and Printing Lamps
MACBETH ARC LAMP CO.
875 N. 28th St., Philadelphia, Pa.

Art Service

**CARTOONS
AND ILLUSTRATIONS**
WRITE FOR SAMPLES OF FINISHED
WORK.
CHARLES SKILES, 126 Cedar St.
Daytona Beach, Fla.

Art Service

When You Need
**LAYOUTS
LETTERING
DESIGNING**
Call—Fred GRAWE
SUPERIOR 9528

Base

UPRIGHTGRAIN BASE

Sectional wood tacking units
ECONOMY BASE for Folding
Box and Label Printers
J. W. PITT, INC., Bath, N. Y.

Books for the Graphic Arts

Encyclopedia of Ideas \$20
Size 11 1/2 x 14 inches: 280 pages

A veritable university education in layout and mailing-piece design; hundreds of ready-to-sell dummy illustrations.

Photography and Platemaking for Photo-Lithography \$5.00

By I. H. Sayre

A book by the authority who amazed the attendees at the 1940 Lithographers Convention Clinic.

The Science of Imposition \$5.00

By John Reed

Illustrates and explains lockup layouts for most folding machines. Includes folders and books.

Typologia \$3.00

By Frederic W. Goudy

Complete description of the author's methods used in type designing, pattern and matrix engraving.

Order from
THE INLAND PRINTER BOOK DEPT.

Calendar Pads

CALENDAR PADS

63 Styles and Sizes for 1942
Pads in Black and White, Red and Black,
Gold Cover, Reverse Pads, Six-leaf double
pads, Three-months-at-a-glance pads, Fish
pads, Historical, Memorandum, Milk, Polish,
Spanish and Jumbo pads.
Write for Catalogue and Prices
Wiebush Calendar Importing Co.
109 Worth Street • New York, N. Y.

Calendar Plates

CALENDAR PLATES

For Any Month or Year.
• We make 140 sizes and styles.
• Special Calendars made to order.
Prices are RIGHT. We also make the
World's Largest Line of AUTO EMBLEM
CUTS—we have them all. Circulars
and prices on request.
INDIANA PRINTERS' SUPPLY CO.
Indianapolis, Ind., U.S.A.

Calendars: Wall

WALL CALENDARS

METAL and CELLULOID
DAILY DATE or MONTHLY
Ask for sample and descriptive folder.
Permanent Sign & Display Co.
BOX 436, READING, PA.

Checks: Restaurant & Cafe

NEW LOW PRICES

That Allow You Good Profit On
RESTAURANT CHECKS
Salesbooks & Roll Tickets
Special Prices to Printers

American Ticket Co.
515 Greene Ave., Brooklyn, N. Y.

Continuous Business Forms

Continuous Form Printers

- One-time Carbon Sets
- Registers • Flat Packs
- Fanfold • Rolls • Carbon

AMERICAN REGISTER COMPANY
564 E. First St. So., BOSTON, Mass.

Die Cutting & Mounting

**STEEL RULE DIES • EASELS
DIE CUTTING • MOUNTING
FREEDMAN
CUT-OUTS**

12 DUANE ST., NEW YORK CITY

Die Cutting & Creasing Presses

DIE CUTTING PRESSES

Regular, Heavy Duty | Also See
and Super Heavy Duty | Page 14!

The Chandler & Price Co.

6000 Carnegie Ave., CLEVELAND, OHIO
District offices in New York and Chicago

Drills: Paper

• **ROSBACK Hi-Pro Paper Drills**, Rotary
Round Hole and Slot Hole Perforators,
Snap-Out Perforators, Power and Foot-
Power Vertical Perforators, Hand
Perforators, Power and Foot-Power Punch-
ing Machines, and Gang Stitchers.
See advertisement on Page 20.

F. P. ROSBACK CO.
Largest Perforator Factory in the World
Benton Harbor, Mich., U.S.A.

Electrical Service

*Every Electrical Service
for the Graphic Arts*

HYRE ELECTRIC CO., Inc.
Harrison 6740
610 S. Dearborn St. CHICAGO, ILL.
SINCE 1912

Electrotypes

**SAMPSON
&
OLLIER
Electrotype Co.**

ELECTROTYPERS

NICKELTYPERS

STEREOTYPERS

TELEPHONES

SUPERIOR-3182

SUPERIOR-3183

141-149 W. OHIO ST.
CHICAGO, ILL.

Engrossers—Lithographers

**Memorial Resolutions
Testimonials • Diplomas**

Engrossed—Illuminated—Lithographed

The HARRIS STUDIO
Telephone—Central 5122
140 S. Dearborn St. CHICAGO

Envelope Manufacturers

ENVELOPES

Standard Lines in Stock
Specials Made to Order
PLAIN OR PRINTED

MILLS ENVELOPE COMPANY
538 S. Wells St., CHICAGO
Telephone Harrison 7233

Envelopes: The Orig. Outlook

REG. U. S. PAT. OFF.

OUTLOOK ENVELOPES
You—Or We—Print!

TRADE MARK
A Style and Size for Every Purpose.
GLASSINE or CELLULOSE Transparency.
OUTLOOK ENVELOPE CO. Est. 1902
1001 W. Washington Blvd., CHICAGO

Envelopes: Air Mail

AIR MAIL
ENVELOPES AND PAPER
To Save Money on Postage
LAFAYETTE CO.
50 CHURCH STREET
NEW YORK CITY Dept. 1TD

Equipment: Composing Room

**Modern ...
Hamilton
Composing Room
Equipment**

Send the Request
Blank on page 97 for com-
plete catalog and helpful
book: "How Your Compos-
ing Room Can Pay Divi-
dends."

**HAMILTON
Manufacturing Co.**
TWO RIVERS, WISCONSIN

Folding Machines

Turn now to Page 23 ...
Read about and SEE the

NEW 1941 BAUM

World's Greatest Folding Value!

Foot Pads: Shock Absorber

FEET HURT?

Here is positive Quick Relief for
Tired and Ailing FEET
Spring of Youth air con-
ditioned shock absorber Foot
Pads take the weight off the
heel bone & place it on the
fleshy part of the foot; ab-
sorb the shock of the weight
of the body, promote re-
laxation and help prevent
frayed nerves from over-
strain. No Paste, No Glue,
No Slip, No Slide. Wash-
able, Interchangeable. Outlast a pair shoes.
For men and women, in 3 sizes, large,
medium, small.

Be sure to state **SIZE shoe you wear**. Sent anywhere in the U. S. or
Canada, postage prepaid for only... **\$1**

SPRING OF YOUTH FOOT PADS
2341 N. Halsted St. Chicago, Illinois

Galley Locks

Save 90% Tie-Up Time
"Riehl-ock"

NO-STRING TIE-UP SYSTEM

Galley Locks and Adjustable Tie-Ups

RIEHL GALLEY LOCK CO.

1312 Ontario St. Cleveland, Ohio

Gauge Pins

**MEGILL'S
GAUGE PINS**

... The best made.

Sold by Printers' Supply Dealers.
See our advertisement on p. 96.
THE EDWARD L. MEGILL CO.

Grippers: Job Press

CASPER GRIPPERS

FIT ALL JOB PRESSES

Banish strings and rubber
bands. INCREASE production.
Write for information. ...

THE CASPER GRIPPER COMPANY
449 Erie Bldg., Cleveland, Ohio

Gummed Paper

Specify
TROJAN GUMMED
It's Tops for Printing

THE GUMMED PRODUCTS COMPANY
Offices TROY, OHIO Mills

Gummed Tape: Printed

All Colors and Widths
From 5 Rolls up.

EBEL-BINDER CO.
1825 Queen City Ave.
CINCINNATI, OHIO

Hairspace: Linotype & Intertype

HAIR SPACES
Nickel for Instant Identification
(Chase Spring Brass)

FOR LINOTYPE & INTERTYPE

100 for \$1.98 In 1/2, 3/4, 1, 1 1/4 or 1 1/2 Pt.

PRECISION TYPESETTING PARTS
368 East 148th Street, BRONX, N. Y.

Indexing: Cutting: Celluloiding**AICO**

For thirty years the leader in commercial indexing either celluloid, leather, or index cutting.

G. J. AIGNER COMPANY
501 S. Jefferson Street
Chicago, Illinois

Ink Agitators

The Use of Ortleb Ink Agitators
... for Better Results
Cannot Be Denied

Ortleb Machinery Co.
3818 Laclede Ave. Newstead 0780
ST. LOUIS, MO.

Ink Saver**SEALSPRAY**

Reg. U. S. Pat. Off.

Prevents "Ink Skinning!"

Great Time Saver. Send \$1.75 for 1 lb. and sprayer. Money-back guarantee.

MONOGRAM CO.,
152 N. 5th St., PHILADELPHIA, PA.

Inks—Driers and Compounds**Chemical Color and Supply Company**

Division General Printing Ink Corp.

Telephones: WABash 0452-53

547 South Clark Street

CHICAGO, ILLINOIS

Inks: Printing & Lithographic

Printing Lithographing
Embossing **INK** Offset
Varnishes and Dryers

Hill-Hentschel Co.

Manufacturers ST. LOUIS

Memphis • Dallas

• Oklahoma City

Mexico City • Havana, Cuba

Inks: Printing & Lithographic**FINE INKS FOR ALL**

Printing and Lithographing Purposes
• Also Dryers • Varnishes • Compounds
TRIANGLE Ink and Color Co., Inc.
Manufacturers

BROOKLYN—26-30 Front St.
DETROIT—1036 Beaubien St.
ST. LOUIS—101-5 South Ninth St.

Inks: Printing & Lithographic**INKS**

For SHARP
Impressions

- ➔ LITHO - OFFSET
and
- ➔ PRINTING INKS
- ➔ VARNISHES
- ➔ DRYERS
- ➔ INKS for
Metal Decorating

**GAETJENS, BERGER
& WIRTH, INC.**

GAIR BUILDING — 35 YORK ST.,
BROOKLYN, N. Y.

— And — 508 SO. CLARK ST.,
CHICAGO, ILL.

Inks: Printing & Lithographic

CHARLES F. Johnson AND COMPANY

Printing Inks

BRANCHES
IN ALL PRINCIPAL CITIES

Knife Grinders

For Greater Paper-Cutting Capacity, Use This
**LOW-PRICE, MODERN
Rogers Junior Knife Grinder**
Your knives cut sharp and true ... last longer ... retain their original condition ... and **SAVE YOU MONEY** ... when ground on this Rogers Grinder. Quickly pays for itself. How long are your knives? Write for bulletin and prices.

SAMUEL C. ROGERS & CO.
205 Dutton Ave. Buffalo, N. Y.

Linotype—Intertype

REID Magazine Racks, motor drives, elec. and gas pots, used Monomelts, Margach Feeders, molds repaired, used molds, Miller Saws, special tools, special parts, if it can be repaired, we can do the work.

REID-HILL newspaper page storage cabinet holds 20 stereotype chases full of type. Reid Linotype or Intertype Magazine Racks are the best to be had. We will put in on trial any time any place.

WILLIAM REID CO.

Est'd 1912

2271 Clybourn Ave. CHICAGO

Labels and Tags**Creators of Smart Labels & Tags**

FOR • Advertising • Beverages • Candies • Cosmetics • Food Products • Liquors. Phone WEBster 3313.

FRASER Label Co. "We Do
732 Federal, CHICAGO Nice Work"

Linotype—Intertype Parts**PRODUCTIVE CAPACITY**

of your Old LINOTYPE and INTERTYPE Machines CAN BE RESTORED TO THAT OF NEW ONES by Rebuilding and Modernizing!

BROADSIDE DESCRIBING
"STAR" PLAN AVAILABLE

PRECISION

TRADE ★ MARK
PARTS

LINOTYPE PARTS COMPANY

Factory and Home Office
203 Lafayette St. New York, N. Y.
Branch:
314 W. Tenth St. Kansas City, Mo.

Matches: Book

ADVERTISING BOOK MATCHES
Sell your customers 5- and 6-color ink jobs at ONE-COLOR PRICES.

• • DIRECT FACTORY SERVICE • •
Special designs to order

Match Corporation of America
3461 W. 48th Place, CHICAGO

Matches: Pullmatch Advertising

Keep Your Presses Busy ...
At a Profit ... With This Idea!
SAMPLES WILL BE SENT
when requested on your letterhead.

ALFRED M. MAY CO.

American Pullmatch Division
817A Main Street, CINCINNATI, O.

Mechanical Binding: Loose-leaf**Loose-Leaf Wire Binding**

U. S. PAT. NOS. 1995590 - 2078988

Books open flat. Loose-leaf device very simple to operate. Body material to be bound, NEED NOT LEAVE YOUR PLANT. We install KAMKET binding in your covers, you drill the holes, collate and insert, all in your own shop.

SPIRAL BINDING CO., INC.

111 N. CANAL STREET, CHICAGO
TELEPHONE CENTRAL 2023

Mechanical Overlay Process

The OLSEN Mechanical Overlay Will Reduce Make-ready Costs and do a better printed job. Very simple and inexpensive to use. Complete 16 page sheet made in 20 minutes. Very low first cost. Write today for complete details and samples. If interested, outfit will be sent on 30-days trial (without obligation). **OLSEN MARK CORPORATION**, 128 White Street, New York, N. Y.

Non-Scratch Compound

Makes Any and All Inks
More Scratch-Proof.

JAMES I. PECK

Phone: ORange 4-2854
47 High St. West Orange, N. J.

Numbering Machines

NATIONAL Automatic Numbering Machines for High Speed Rotary and Flat Bed Presses. Special numbering machines.

See ad on page 95

ALTAIR Machinery Corp.
55-57 Vandam St., New York, N.Y.

Offset Equipment (See p. 24 also)**LITHOGRAPHIC EQUIPMENT****Rutherford Machinery Co.**

Division General Printing Ink Corp.
100 Sixth Ave., New York, N. Y.

Offset Equipment: Plate Making**VALETTE**

Offset Plate Making Equipment
MANUFACTURERS of Cameras, Whirlers, Printing Frames, Proofing Presses, Layout Tables. Write for Circular.

LITHO EQUIPMENT & Supply Co.
215 WEST OHIO ST., CHICAGO, ILL.

Offset Printing: For the Trade

there's Profit in
PLAN-O-GRAF-OFFSET

Sell Planograph-Offset in your territory—We offer the complete facilities of a modern photo-offset plant (from art department to bindery) able to produce any piece from a black and white circular to a four-color process billboard—from a letterhead to a 1,000-page catalog.

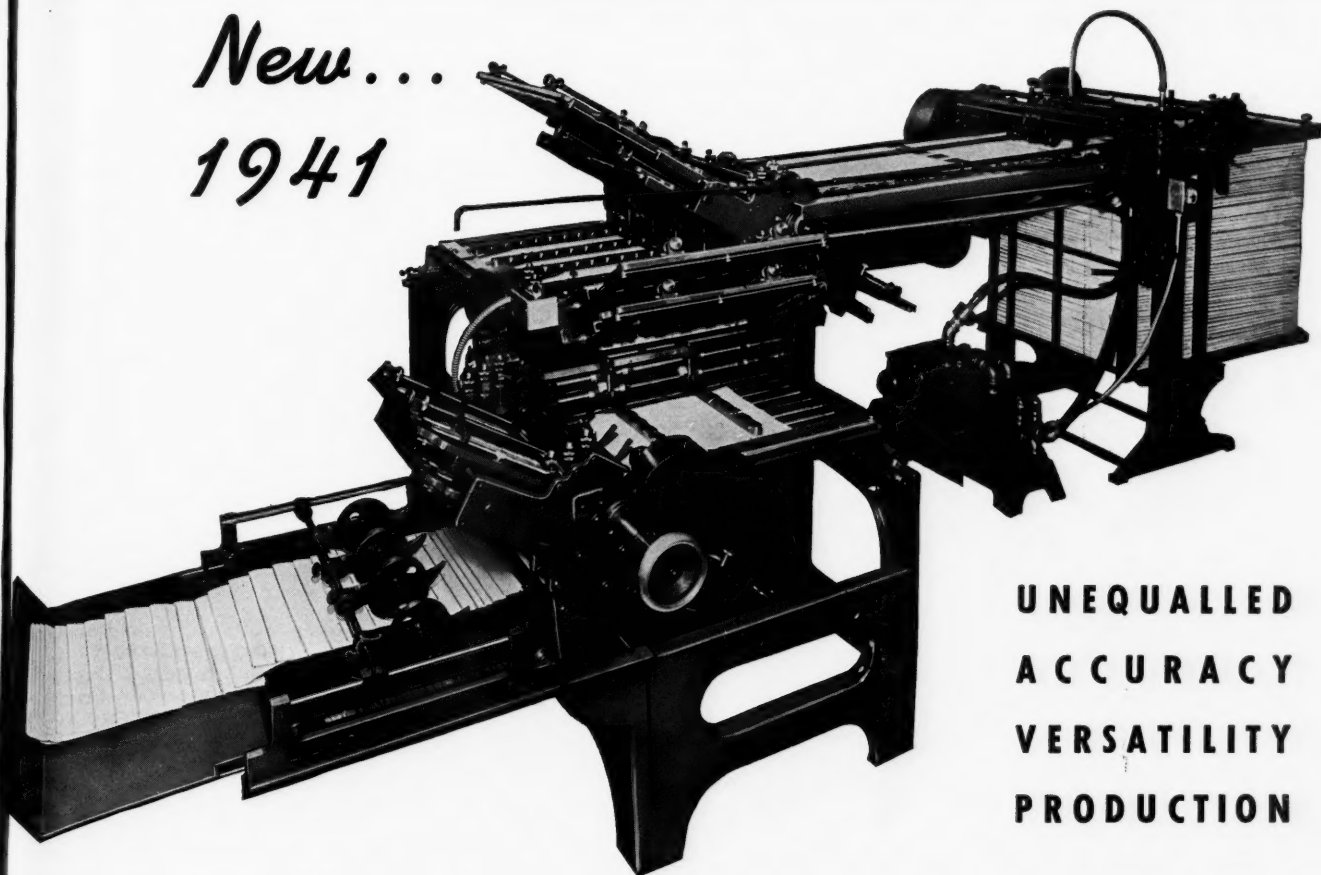
Profit Without Worry—15 to 50% can be added to our quoted price without being out of line on your estimate. We furnish a flat scale from which to quote on ordinary combination form planograph runs; we make special quotations on more complicated jobs according to specifications. We handle complete from art work, type-setting, etc., to bindery—or camera, plate, and presswork only—shipping flat to your plant for finishing.

We Protect Your Accounts—Every printer on our books will testify to the fair treatment we extend them.

GREENLEE

COMPANY, Inc. (Tel. Arm. 1870)
1609 N. Wolcott Ave., CHICAGO

New...
1941



**UNEQUALLED
ACCURACY
VERSATILITY
PRODUCTION**

The 23 by 36"...eleven folding section...BAUM

America's TRIUMPH In PRECISION Manufacturing

• No other folder within thousands of dollars of its low price will fold sixteen page three right angles $8\frac{1}{2}'' \times 11''$. Folds and pastes and trims and folds again for mailing in one operation. Four pages or 64 pages. Seven parallel folds . . . hundreds of styles of folds . . . tops in versatility. Four parallel sections and cutting-perforating unit then four parallels at right angles and an-

other cutting-perforating unit then another three parallels at right angles and still another cutting-perforating unit.

Make 1941 your triumphant year by using America's triumph in precision manufacturing—the automatic folder-cutter-perforator-scorer-paster-deckler-recollator-PROFIT-CREATOR.

RUSSELL ERNEST BAUM

615 Chestnut Street, Philadelphia, Pa.

ATLANTA.....W. F. Gates, 4809 Gwynn Oak Ave.
BOSTON.....Herb. Badger and F. Doherty, 176 Federal Street
CHICAGO.....John L. Paul, Mgr., 222 Transportation Bldg.
CLEVELAND.....Carl H. Reineck, 4484 West 228th St.
DETROIT.....Robt. N. Orchard, 545 West Larned St.
LOS ANGELES.....R. J. Burns, 933 S. Olive St.
NEWARK, N. J.Thos. A. Pape, 18 Richlieu Ave.

NEW YORK CITY.....Neal Harrington, Mgr., 461 8th Ave.
NEW YORK CITY.....Louis O. Hill (Salesman), 461 8th Ave.
NEW YORK CITY.....A. Padula (Salesman), 461 8th Ave.
NEW YORK CITY.....E. W. Renz (Salesman), 461 8th Ave.
NEW YORK CITY.....J. J. Ruddy (Salesman), 461 8th Ave.
ST. LOUIS..W. S. Atwater, % Lindell Plaza, 4300 Lindell Blvd.
SAN FRANCISCO....C. E. Bertels & Floyd Davis, 62 First Street

Offset Equipment & Supplies

Going into
**OFFSET or
PHOTO
ENGRAVING?**

See Our
Complete Line
of Modern,
Efficient,
Economically Priced,
**PLATE MAKING
EQUIPMENT . . .**

Process Cameras,
Lenses,
Plate Whirlers,
Vacuum Printers,
Stripping Tables,
Sinks, Trays, etc.
Remember . . .

DOUTHITT
Has It!

Send for our latest
catalogue of our entire line.

**DOUTHITT
CORPORATION**
650 W. Baltimore
DETROIT, MICHIGAN

Offset Equipment: Plate Making

**OFFSET PLATE-
MAKING EQUIPMENT**

Price includes . . .
• PERSONAL INSTRUCTIONS
• INITIAL SUPPLIES
• INSTALLATION AT YOUR SHOP
PHOTO-LITH SALES
5741 W. DIVISION ST., CHICAGO, ILL.

Offset Press Plates: For Trade

OFFSET PLATES

Albumen & Deep Etch
Quality Service! Moderate Prices!

BAKER REPRODUCTION CO.
530 S. Dearborn St., CHICAGO

Paper Cutters

PAPER CUTTERS

Automatic, Hand Clamp & Lever
See Page 14—This Issue!
The Chandler & Price Co.
6000 Carnegie Ave.
Cleveland, Ohio
District off.: New York—Chicago

Pastes and Glues

AMERICAN Pad Glue

Works right because it IS
right! Try it once, and you'll
specify "AMERICAN" forever
after.

**AMERICAN
Makeready Paste**

. . . is noted for workability
and stick-to-it-iveness even
when spread ever so thin as
in making ready.

Made by the Makers of
American Rollers

AMERICAN ROLLER CO.
CHICAGO . . . 1342 N. Halsted Street
Indianapolis . . . 225 N. New Jersey

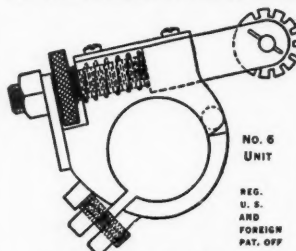
Pebbling

PEBBLING

LABEL & DIE CUTTING . . .
PAPER CUTTING & FINISHING
. . . for the **PRINTING TRADE**
McKENNA & PHELPS, Inc.
New York City • 207 East 12th St.

Perforators—Scorers—Slitters

Davidson NON-WOBBLING
BALL BEARING
COMPENSATING AND MICROMETER ADJUSTING
Perforators—Scorers—Slitters
FOR ALL PRESSES WITH A CYLINDER



New Departure Bearings used
exclusively.

Use the same unit on your Kelly A, B, C, No. 1 and
2, Miehle Vertical, Miller High Speeds and Simplex.
No. 7 Unit on all Makes of Cylinders, Miehle Hor-
izontals, Miller Simplex and Major Presses.

For Sale by American Type Foundries
and all other dealers.

DAVIDSON PERFORATOR CORP.
7157 68th PL., - GLENDALE, N. Y.

Perforators

• **ROSSBACK Rotary Round Hole** and
Slot Hole Perforators, Snap-Out Per-
forators, Power and Foot-Power Vertical
Perforators, Hand Perforators, Power
and Foot-Power Punching Machines, Hi-
Pro Paper Drills, and Gang Stitchers.
See advertisement on Page 20.

F. P. ROSSBACK CO.
Largest Perforator Factory in the World
Benton Harbor, Mich., U.S.A.

Photo-Engraving & Lithographic

EQUIPMENT & SUPPLIES

—Complete Line for Plate Making
**MODERN! EFFICIENT!
ECONOMICALLY PRICED!**
Send for latest catalogue

DOUTHITT CORPORATION
650 W. Baltimore, Detroit, Mich.

Photo-Engravings

NEWSPAPER HALFTONES

60-65-85-100 Screen
6 Sq. Inches Unmounted . . . **90¢**
6 Sq. Inches Mounted \$1.00
Cash With Order . . . **NET**
SUPERIOR SERVICE
P. O. Box 524 Indianapolis, Ind.

Photographs

Stock Photographs

To users of stock photographs—write
on business letterhead for your free
copy of our illustrated booklet featur-
ing a special series of stock pictures.

CAMERA GUILD, INC. Plaza
385 Madison Ave., New York, N. Y.

Photos: Advertising

FREE to readers of
THE INLAND PRINTER

NOW you can use photographs without
watching costs—save up to 75% and
MORE under Eye Catchers unique sub-
scription plan. Write now for FREE
PROOFS. No obligations. Mats and
glossies.

EYE CATCHERS, Inc.
10 1/2 E. 38th St., New York

Plate Hooks

PLATE HOOKS

for { Cottrell, Hoe, McKee,
and Other Presses
With Spiral Clamping Groove.
Send sample or sketch. Dealers wanted.

FEEHERY

ENGINEERING & MACHINE CO.
1518-20 N. Sydenham St.
Philadelphia, Pa.

Presses

**Automatic or Hand Fed Platens
and Automatic Cylinders
PRINTING PRESSES**

See Them on Page 14—This Issue!

The Chandler & Price Co.
6000 Carnegie Ave., CLEVELAND, OHIO
District offices in New York and Chicago

Presses

CHAMPLAIN

**WEB-FED GRAVURE
AND LETTERPRESS
MULTI-COLOR PRINTING**

Each press accommodates
a wide range of cylinder
sizes. Gravure presses have
exclusive Champlain
Speedy fully enclosed ink
fountain.

CHAMPLAIN CORPORATION
Garfield, New Jersey

Printing & Lithography: School of

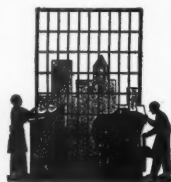
ENROLL in the Finest and BEST EQUIPPED PRINTING SCHOOL in the West

Thorough Training in Letterpress and Offset Under Competent Instructors

PRESS ROOM: Miller Simplex, Kelly Automatics, No. 2,
Style B, Miehle Vertical, Miehle Horizontal, Cylinder Make-ready,
Rice Automatic Feeder, Gordon Feeding, Dexter Feeder, Elementary
and Advanced Make-ready, Cylinder Feeding. Instructor, E. J. Shel-
beck, formerly pressroom foreman—22 years in printing.

COMPOSITION: Monotype, Proofreading, Ludlow,
Hand Composition, Practical Layout and Advertising
Typography, Printed Advertising Procedure, Elementary
Estimating, Advanced Estimating. Instructor, Charles F.
Vavrik, formerly superintendent—30 years in printing.

BINDERY: Rosback Perforator, Wright Paper Drill,
Cleveland Folder, Seybold Cutter, Morrison Stitcher.



OFFSET PRESSWORK: Setting press, rollers, blanket, plate; pack-
ings and changes for color register; commercial and color printing;
ink mixing; color matching; fountain solutions; plate etches. In-
structor, Sybe D. Meindersma, 25 years of actual offset press work.

PHOTO-LITHOGRAPHY: Chemistry and Technique of
Camera Work and Platemaking—from layout, paste-ups,
direct-plates, or negatives, stripping, to Albumin or Deep-
etched Plates by newest methods. Instructor, I. H.
Sayre, technical expert and author; also teaching . . .

COLOR PROCESS PHOTO-LITHOGRAPHY: Color sep-
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Kodachromes; final platemaking, proofing and register.

For Information on Day or Evening Classes, Write Harold E. Sanger, Director, Seventh Floor, 610 Federal St.

The Chicago School of Printing & Lithography

First Thought at Buying Time

Presses

THE MULTIPRESS

For Envelopes,
Imprinting and
Specialty Printing

SPEED . . . 6500 an hour

Continuous Feed

B. VERNER & CO.

298 Broadway, NEW YORK, N. Y.

Presses

FOR PLATEN AND CYLINDER
AUTOMATIC
PRINTING PRESSES

See Them on Page 14—This Issue!

The Chandler & Price Co.

6000 Carnegie Ave., CLEVELAND, OHIO
District Offices in New York and Chicago

Presses

REGULAR, HEAVY DUTY
AND SUPER HEAVY DUTY
BOX & CARTON PRESSES

Also See Page 14—This Issue!

The Chandler & Price Co.

6000 Carnegie Ave., CLEVELAND, OHIO
District offices in New York and Chicago

Presses (News) & Stereo. Equip.

Newspaper Presses
Stereotype Equipment
Printing Machinery

JOHN GRIFFITHS CO., INC.
145 Nassau St., New York City

Presses: Offset

WE MOVE
REPAIR
BUY, SELL

OFFSET
PRESSES

Complete Plants or Single Units

THE RATHBUN & BIRD CO., INC.,
85 Grand St. CANAL 6-4145 New York

Presses: Offset

OFFSET PRESSES

ROTAPRINTS 9 x 14 and 11½ x 17
... Rebuilt by experts—guaranteed;
American made parts. Good values.
Cash or terms. Write now.

AMERICAN ROTAPRINT CORP.
1935 Euclid • Cleveland, O.

Printers: For the Trade

Daily News Publishing Co.

BELOIT, WIS.

Creators of Fine Printing

Catalogs • Direct Mail • Magazines

Printing Equipment

TRIUMPH

PRINTING EQUIPMENT

IS PRECISION-BUILT!

Designed by Practical Men! Get Prices!

TRIUMPH EQUIPMENT ENGINEERS
507 S. 4th St. Minneapolis, Minn.

Printing Machinery

TYPE & PRESS
of ILLINOIS

A Reliable Source of Supply
220 South Jefferson
CHICAGO

Proof Presses

VANDERCOOK
PROOF PRESSES

FREE! Valuable reference. Illustrated price list of Vandercook-Hacker proving and premakeready equipment.

VANDERCOOK & SONS
900 North Kilpatrick Ave., Chicago, Ill.
216 East 45th Street, New York City

Punching Machines: Paper

• ROSBACK Power and Foot-Power
Punching Machines, Hi-Pro Paper
Drills, Rotary Round Hole and Slot
Hole Perforators, Snap-Out Perforators,
Power and Foot-Power Vertical
Perforators, Hand Perforators, and
Gang Stitchers.

See advertisement on Page 20.

F. P. ROSBACK CO.

Largest Perforator Factory in the World
Benton Harbor, Mich., U. S. A.

Racks

YOU SAVE...
TIME-SPACE-STEPS

with

ANDERSON
RACKS

TWO SIZES; 17 by 22" and
13½ by 20" 16 trays each

Mounted on NEW
HEAVY DUTY CASTERS

Write for descriptive folder today

C. F. ANDERSON & CO.
3229 Calumet Ave. CHICAGO

Registerscope



THE TAYLOR

REGISTERSCOPE

Revolutionary! Simple!
Accurate!

THE OUTSTANDING ACHIEVEMENT IN ITS FIELD—it shows
all registering detail on the
FACE OF THE FORM where it
can be seen.

Purchased by many of America's
outstanding printers.

TAYLOR MACHINE CO.

210 Guilford Ave.,
Baltimore, Md.

Repro Proofs Exclusively

GRABMEYER
OFFSET SERVICE

Typesetting • REPRO Proofs Exclusively

Established 1934
145 MONTCALM EAST CADILLAC 1211
DETROIT, MICHIGAN

Rollers: Letterpress & Litho.

ROLLERS

may look alike—but

IDEAL ROLLERS possess the character and stamina to lead the field in high speed and quality. IDEAL ROLLERS are the result of carefully compounded materials and exacting field tests before they are offered to you. The many different types of IDEAL ROLLERS available, each particularly designed to do specific type of work:

DX Newspaper Rollers

Ideal (Vulcanized Oil)

Lithographic Rollers

Ideal Lithographic Dampening
Rollers (three efficient
types)

Ideal (Vulcanized Oil)

Distributor Letterpress
Rollers

Ideal Lithocraft Rollers

Ideal Photoengravers' and

Litho Proof Rollers

Ideal Process Coated Rollers

Graphic Non-Meltable
Rollers

Coating and Varnishing
Rollers

Rubber Letterpress Rollers
(Oil-Resisting)

DX Letterpress Rollers

Fabric-Covered Rollers

Impression Rollers (all types)

Rubber Blanket Rollers

Rubber Waxing Machine

Rollers

Rubber Tanning Machine

Rollers

Rubber Gluing Rollers

Rubber Friction Rollers

(all types)

Pull and Draw Rollers

Other fine Ideal products guaranteed to render exceptional service:

Cutting Rubbers

Ideal Process Resurfacing

Machines (four models;

single- and double-roller

coating)

Ideal Automatic Sectioning

Machines (for split-four-

tain work)

Gelatine Compositions

Negative Holders

Special Rubber Molded Items

Rubber Plate Gum

• One of our efficient sales and service representatives will be pleased to cooperate in determining the correct rollers to meet your individual plant requirements.

IDEAL ROLLER &

MANUFACTURING CO.

CHICAGO, ILLINOIS

LONG ISLAND CITY, N.Y.

Saws (See p. 26 for Salesbooks)

THE AMSCO
ZEPHYR
SAW...With

BALL-BEARING
TABLE AND
SPINDLE



Other Features

- ① Toggle-type Work Holder capable of holding work down to 1 pica in length.
- ② Quick-acting Spiral Worm Gauge with capacity up to 100 picas; adjustment by ½ points.
- ③ Counterbalanced Saw Raising and Lowering attachment with positive locking device.
- ④ Smooth-running Ball-bearing Table—performs with utmost precision.
- ⑤ Saw Spindle operates on high-speed ball bearing, resulting in smooth, powerful performance.

Other Products

Electric Welded Steel Chases
Power Mitering Machine
Brass and Steel Galleys
Brass Rule and Lead Cutter
Newspaper Trucks
Special Printing Equipment

AMERICAN
STEEL CHASE
COMPANY

31-31 48th AVENUE
LONG ISLAND CITY,
NEW YORK

Salesbooks

SELL SALES BOOKS

Manifold Books and Cafe Checks



It's easy and profitable with our fine quality, fast service, low prices, liberal discounts. Write for dealer agency today.

ADAMS BROS.
TOPEKA, KANSAS

Static Eliminators

STATIC ELIMINATORS

for Printing Presses,
Envelope Machines,
Paper Sheeters, Folders,
Converts and Bag Machines.

STATIC ELIMINATOR
AND PRINTING PRESS HEATER CO.
239 Centre St., NEW YORK, N. Y.

Stitching Machines: Gang

• ROSBACK Gang Stitchers, Rotary Round Hole and Slot Hole Perforators, Snap-Out Perforators, Power and Foot-Power Vertical Perforators, Hand Perforators, Power and Foot-Power Punching Machines, and Hi-Pro Paper Drills.

See advertisement on Page 20.

F. P. ROSBACK CO.
Largest Perforator Factory in the World
Benton Harbor, Mich., U.S.A.

Silk Screen Process Printing

SILK SCREEN

PRINTING On Any Material

—of varying thicknesses—in
vivid, fast Oil Paint colors—
card, paper, wood, glass,
cloth, metal.

Designing, printing, screen
making, die cutting, wood or
metal construction.

SERVISIGN STUDIO

One of America's oldest Silk Screen
Producers. CHAS. H. BROOK, Prop.
127 Sussex Ave., Newark, N. J.

• Silk Screen Process Printing

SILK SCREEN
POSTERS • SIGNS •
TRUCK CARDS

For the
TRADE **C.O.W.A.N**
32-34 Cedar St., Bridgeton, N. J.

Silk Screen Process Supplies

Everything
You Need

in COLORS—TOOLS and
EQUIPMENT for SCREEN
PROCESS REPRODUC-
TION

Paints	Metallics	
Adhesives	Paper	Knives
Reducers	Cardboard	Flock
Silk	Glo Beads	
Nu-Film	Squeegees	
Bronze Powders	Printing Frames	
	Photo Silk Screen Supplies	

Your nearby Sherwin-Williams Graphic Arts Distributor offers a speedy and economical service. Call him today or write. Color cards and catalog on request.

THE SHERWIN-WILLIAMS CO.
Graphic Arts Division Cleveland, Ohio
"PROGRESS WITH PROCESS"

Stock Cuts: Electrotpe

Electrotpe STOCK CUTS

BRAND NEW CATALOG AVAILABLE

OVER
4000
CUTS

New Edition. Illustrations
you can use every day, in-
cluding most complete selection
of ruled forms, calen-
dars, borders, etc. MAILED
POSTPAID ANYWHERE
IN THE U. S. 25 CENTS.

CALIFORNIA ELECTROTYPE CO.
360 S. Los Angeles St., Los Angeles, Calif.

Tags—Manifold Books—One Time Carbon Forms—Salesbooks

*Buy
Your
Tags...
Salesbooks...
Manifold Books...
One-time
Carbon Forms...
from an
Independent Manufacturer*

INTERNATIONAL TAG & SALESBOOK CO.

319-29 N. WHIPPLE STREET

CHICAGO, ILLINOIS

Systems: For Gr. Arts Executives

SIZE SELECTION SIMPLIFIED

A comprehensive, compact reference manual that makes it easy and practical to use a "pre-checked" size and format for every print job. (Price complete: \$12.75 postpaid.)

Send orders and inquiries to
W. J. BLACKBURN, Publisher
560 West 42nd St., New York

Thermographers: For the Trade

Get On Our List to Receive
FREE SALES HELPS
Sent Periodically to Printers
AHRENDT, INC.
333 Sixth Ave. • Chelsea 3-2258
NEW YORK CITY

Thermometers: Advertising

**BEAUTIFULLY PRINTED
IN FOUR COLORS.**
\$1.00 brings Sales Portfolio and
full selling information.
Money back if not interested.
ALFRED M. MAY CO.
817 Main St. Dept. AT,
CINCINNATI, OHIO

Tinsel for Eliminating Static

Economy COPPER Tinsel
Ends Costly Press Stops Due to Static
Pays for itself many times over.
Copper, the best conductor known, out-
lasts the ordinary tinsel 4 to 1. Save
time and money as you step up pro-
duction.
\$1.30 for 12 yd. roll (Dealers Wanted)
**ECONOMY PRINTERS' PRODUCTS
COMPANY** • Tel. WABash 2775
609 S. LaSalle St. CHICAGO

Trade Typographers

DETROIT

• ■ •

LINE TYPE • MONO TYPE
• HAND COMPOSITION
AND COMPLETE MAKE-UP

CREATIVE ART • LAYOUT
AND PASTE-UP • TYPE-
WRITTEN COMPOSITION

1939 JEFFERSON AVE. E.,
DETROIT, MICHIGAN

TYPESETTING CO.

MICHIGAN'S
MOST COMPLETE
COMPOSING ROOM

Trade Typographers

**A-1 COMPOSITION CO.
TYPOGRAPHERS**
WHITEHALL 5566
55 E. OHIO STREET • CHICAGO

Transfer Sheetting

**ROSCOLENE
TRANSFER SHEETING**
Clear and Matte
Makes positives by offset impressions
ROSCO LABORATORIES
367 Hudson Ave. Brooklyn, N. Y.

Translators and Typesetters

FUNK'S

Languages

Translation Bureau

•
TRANSLATORS
and TYPESETTERS
in ALL Languages to the
Printing Trade—since 1910.

•
SPANISH Our Specialty

•
Telephone WABash 1724
535-537 So. Franklin St.
CHICAGO, ILL.

Tweezers

Stainless Steel Tweezers
Will not rust or tarnish. No plate
to wear, crack or shell off.
Strongest and Most Durable
Tweezers Made.
Two sizes—4" and 4½". Send us
75c for 4" or \$1.00 for 4½".
ECONOMY PRINTER'S SUPPLY CO.
609 S. La Salle St. Chicago, Ill.

Tweezers

The Finest Tweezer Ever Made!
High polish nickel-plated; 5 inches.
Each Tweezer in Leather Sheath.
\$6.00 per dozen—postage free.
ASK FREE 7-DAY TRIAL DEXION GAUGE
European Typefounders, Inc.
192 William St., New York, N. Y.

Typecast Cuts

TYPE CAST CUTS

A full line—for Auto-
mobiles, Oil Pro-
ducts, Federal Ag-
encies and many others.
Special designs made
to order. Write for
proof sheets.

Storling Type Foundry, Box 98, Vermontville, Mich.

Type Cleaner

TYPE CLEANER
FOR WASHING TYPE FORMS
Quicker! Easier! Safer!
Samples and prices on request
PIERCE & STEVENS, INC.
710 Ohio Street
BUFFALO, NEW YORK

Type: Foundry

WE USE REG. FOUNDRY TYPE METAL
4 FTS. 6 PT. COPP. PLATE 1-2-3-4. \$2.00
4 FTS. 12 PT. COPP. PLATE GO TH. \$2.50
SEPARATE IDENTIFICATION NICKS
OVER 100 TYPE FACES
6 PT., COMPLETE FONT, 25A-50A, \$1.25
8 PT., COMPLETE FONT, 25A-50A, \$1.65
10 PT., COMPLETE FONT, 25A-50A, \$2.60
12 PT., COMPLETE FONT, 25A-50A, \$3.30
14 to 12 PT.—PRICES ON REQUEST
TYPE CATALOG FREE DEPT. 14
RULEX TYPE CO.
549 SO. WELLS ST., CHICAGO, ILL.

Type: Foundry

Durable Foundry Type
Get specimen sheets—Get our prices on
Printers' Supplies
NORTHWEST TYPE FOUNDRY
507 S. 4th St., Minneapolis, Minn.

Type: Foundry

**PONY FONTS • LOGOTYPES
ADVERTISING FIGURES
HANDY BOXES**
Type • Borders • Rules • Ornaments
Special Casting • Send for Showings.
Edward Eschinger,
Type Foundry
2211 N. 2nd St. Philadelphia, Pa.

Type—Leads—Slugs

Leads and Slugs

only **13¢** per lb.
100 lbs.
or more

Elrod Cast 2 pt. Leads ★ 6 pt. Slugs
Enclose full payment with coupon
below. Shipment will be made
by truck or freight—shipping
charges collect. Good only
'til February 1st. Price
good for no less than
100 lbs.

Save! Order Yours Today!

National Type Founders, 35 N. High, Akron, O.
Enclosed \$_____ for _____ lbs.
2 pt. leads and _____ lbs. 6 pt. Slugs
at 13c per lb. totaling 100 lbs. or more.
☐ Send FREE type catalog-L.

Name _____
Address _____

Type: Wood

WOOD TYPE
By HAMILTON
Manufacturing Company . .
TWO RIVERS, WISCONSIN
.. Also See Our Ad on Page 97 ..

Vulcanizer: Rubber Ptg. Plate

MAKE YOUR OWN RUBBER PRINTING PLATES

(Economize on Duplicates)

Exclusive
Power
Saving
Insulation
Chambers

Extreme
Precision
Tremendous
Power
Maintained
Pressure
Power
Economy
Connects to
110 V.
Thermos-
tatically Con-
trolled

Patent Pending

"THE EVA-PRESS"

Many "Eva-Press" Owners recommend
"Eva-Presses" for their ease of operation,
resulting accurate rubber plates and eco-
nomical operation.
Write for literature
AMERICAN EVATYPE Corporation
Deerfield, Illinois

Wax-Coated Multi-Copy Paper

Auto-Copy Paper

enables printers everywhere to meet
the competition of interleaved car-
bon forms for copies. You make one
to nine copies with one impression
of the printing press when you use
Auto-Copy Paper! Not a carbon
sheet.

HOW IS IT DONE?
Write us for details and samples.
STYLOGRAPH CORP.
205 W. Main St. Rochester, N. Y.

Wire: Stitching

**SPECIFY
PRENTISS
STITCHING WIRE**

BACKED BY

84 YEARS
of WIRE-
DRAWING
EXPERIENCE



**SOLD BY
LEADING DEALERS EVERYWHERE
Geo. W. Prentiss & Co.
HOLYOKE, MASSACHUSETTS**

EVERY PRINTER NEEDS THESE...

STAR STAPLERS

— for making dummies
and stapling small quan-
tities of catalogs, book-
lets, programs, etc. Use
standard staples — load
instantly.
Write for particulars

Model S-70 Light,
portable, foot-power
stapler for saddle or
flat stitching.

Model S.A.S.S. Hand
operated bench stap-
ler for saddle or flat
stitching.

STAR PAPER FASTENER CO., NORWALK, CONN.

Blue Streak Linotypes

are the composing room standard for easy operation and efficient maintenance. The many exclusive time-saving features (of which only a few are listed below) are attracting more and more cost-conscious printers every day. Join the trend to new highs in composing room efficiency. Ask your Linotype man the way to—

BLUE STREAK EFFICIENCY

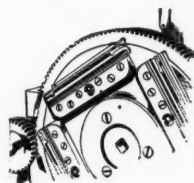


MICRO-THERM

The exclusive Linotype heat control minimizes maintenance, simplifies operation. Now the mouthpiece control is entirely automatic. The control switch is actuated by a change of 2°.

QUICK CHANGE LINERS

Handle *only* the liner when changing. Keyed liners assure accurate measure—proper positioning. Three screw design of mold cap gives vital center support. Liners are easily changed.



ONE TURN SHIFT

1½ seconds from magazine to magazine. Fastest, simplest method of shifting magazines. Counter-balanced elevating shaft makes action *effortless*. No complications in maintenance or operation.



IN-BUILT VERTICAL LIFT

Change magazines in 15 seconds. Eliminate awkward strain on operator. One action readys magazine for changing. Magazines hang vertically from in-built changing arms permitting operator to grasp them naturally.

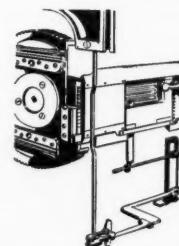


SWINGING KEYBOARD

Every part of the keyboard is immediately available, cutting cleaning time in half. Future sagging and faulty operation are eliminated by the support of the keyboard at both ends.

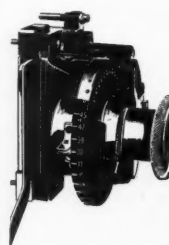
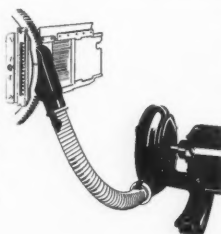
UNIVERSAL EJECTOR

Simple, trouble-free ejection of slugs of all sizes from 4 to 30 ems. Sturdy, rugged construction. Easily maintained. Cannot get out of order during casting operation. Quickly and easily set.



THERMO-BLO

Controlled air blower. Air is properly baffled to cool the mold only. No drafts on mouthpiece or knees of operator. Air conduit cannot clog with chips. Amount of air accurately controlled from the keyboard.



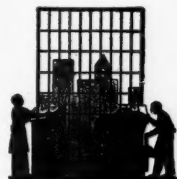
UNIVERSAL KNIFE BLOCK

Independent adjustment of *each* point size from 5 to 45 points. Bastard measure quickly set-up. Sturdy three-bearing construction assures accurate trim throughout length of slug. Just one simple action changes point size setting.

TRADE LINOTYPE MARK

The frontispiece appearing overleaf was produced by the Chicago School of Printing and Lithography for the January issue of *The Inland Printer* as a part of its observance of Printing Education Week commemorating especially the anniversary of the birth of Benjamin Franklin, the patron saint of printing in the United States, on January 17, 1706.

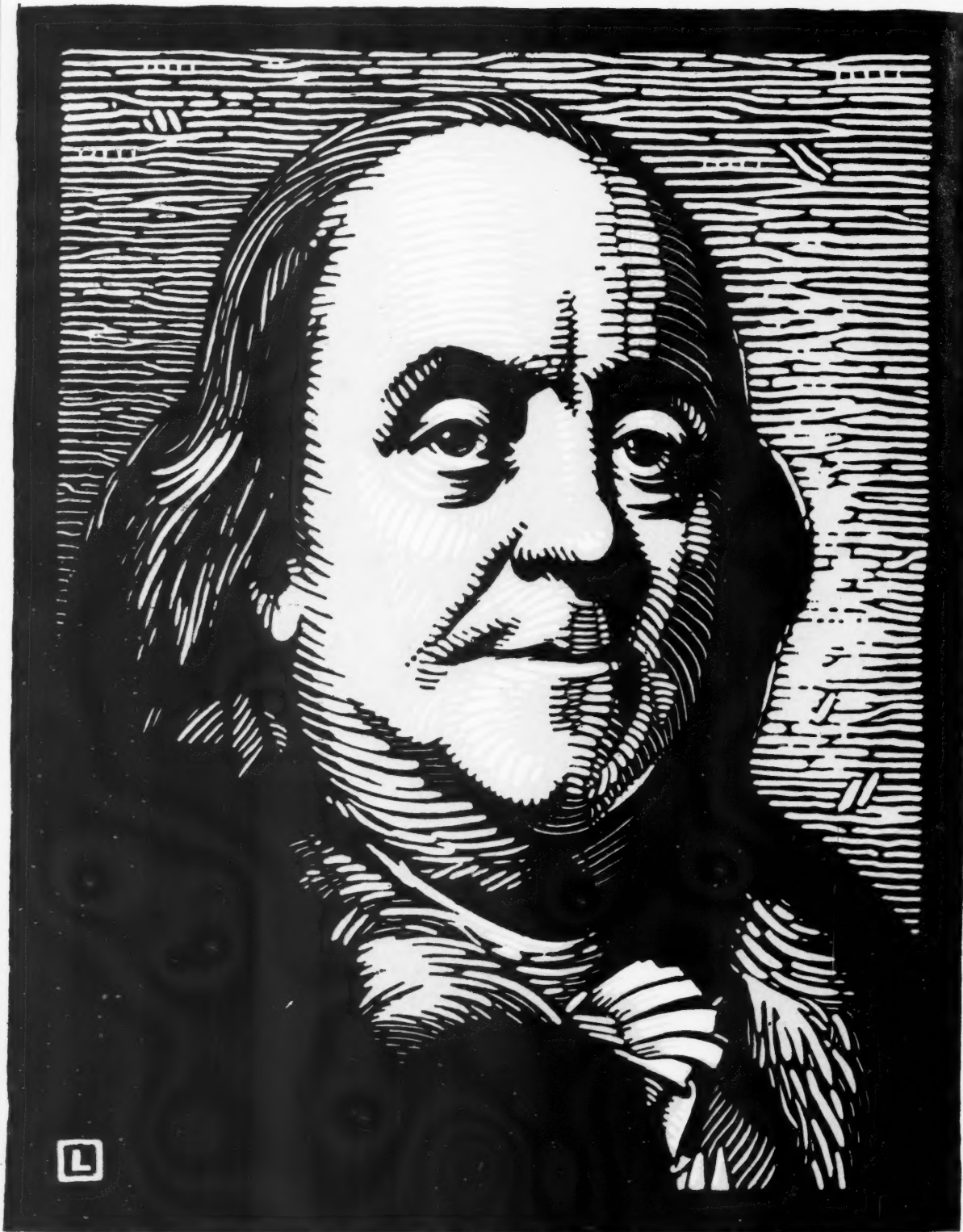
The facsimile wood cut is the work of Herschel C. Logan, of Salina, Kansas.



**Chicago School of
PRINTING and
LITHOGRAPHY**

Typesetting and rule work were done by Stanley Zabinski, and the presswork by Stanley Bonk and Leo E. Orłowski, advanced apprentices in the day school.

1941



BENJAMIN FRANKLIN---1706-1790

As "Poor Richard," Franklin once advised: "If you would not be forgotten, as soon as you are dead and rotten, either write things worth reading, or do things worth the writing."

J. L. Frazier, Editor

Coöperation and Watchfulness Build a Reputation

★ Executives of a top-quality
newspaper tell secret of success

By A. G. FEGERT

in making a name for quality and speed

ONE THING that must afford a deal of gratification to Secretary of Navy Frank Knox, as he goes about doing his job of looking after the National Defense program of the nation, is the knowledge that back in Chicago his *Daily News* organization is functioning efficiently in producing the paper in accordance with his high standards of coöperation. This is the conclusion I reached in my thinking after studying the manner in which the Chicago *Daily News*' editorial and mechanical staffs produced an issue of that newspaper.

Known for Fine Printing

The editor of THE INLAND PRINTER had asked me to check up on the methods by which the Chicago *Daily News* succeeded in producing such high quality of printing under the speed requirements which metropolitan newspapers must meet. I gladly accepted the assignment for I had previously heard about the meritorious performance of its mechanical staff from an advertising man who was responsible to his own organization for the appearance of illustrations used in hundreds of pages of advertising, annually, in Chicago's newspapers and other publications. He told me that the Chicago *Daily News* printed halftones better than any other big city newspaper with which he was familiar.

The instructions of the editor of THE INLAND PRINTER were, in effect: "Find out and tell how they do it. I

want the subscribers of THE INLAND PRINTER to get some ideas which they can apply to production work in their own plants, whether they do commercial or publication work."

One thing I found out at once at the *Daily News* was that no one executive wanted to be quoted. Hence no names are used herein in connection with quotes. Another thing noted was that all agreed, as each told me his story, that team-work was responsible for results achieved, plus, of course, good precision equipment, good working conditions, and skilled personnel.

"There is no alibi in this organization," is the way one executive expressed the team-work idea. "When and if faults are discovered—and they are in evidence from time to time—it is our business to learn how and why they occurred, and to guard against their recurrence."

Hold Frequent Conferences

Another basic idea expressed by a different executive as he piloted me through his department was: "Every man tells himself 'do it right the first time.'"

While getting preliminary information, one of the mechanical executives showed me a page of pictures and said that he did not like it because the page was lifeless—deep shadows and middletones predominated with only a few highlights in evidence. I questioned how the mechanical department registered its criticisms concerning pictorial ef-

fects and the need for selection of contrast pictures. The answer was that it is the custom to have frequent conferences between the managing editor and the mechanical superintendent to discuss all questions relating to coöperation and co-ordination. To expedite such interchange of ideas, the offices of both of these executives are located on the same floor. As a result of expressing constructive criticism concerning the pictorial illustrations, the corresponding page of pictures on the next day showed decided improvement in the selection of subjects for reproduction.

Use 32-pound News-print

The paper used by the Chicago *Daily News* is standard news-print of thirty-two-pound basic weight, supplied by The International Paper Company and The Great Lakes Paper Company, Canada. The paper is transported by ships which dock in the Chicago River outside the newspaper plant at Madison Street. Tens of thousands of tons of news-print are stored in the basement and sub-basement of the *Daily News* Building, which was erected about a decade ago. The conveyer system by which paper is transported from the holds of ships to the storage areas, and from there conveyed to the presses, doubtless is of much interest to industrial engineers. Conveyers drop rolls 40 feet to a tunnel of 200 feet, up to one of three storage basements; finally to the reel room.

The paper is smooth but not calendered down to a thinness which will cause halftones or big black type to show through.

Regulate the Flow of Ink

There are three main things which newspaper production men try to prevent: show-throughs, offset, and strike-throughs. That the *Daily News* staff succeeds in avoiding this trinity of evils most of the time is evidenced by the clean-looking pages in any of the numerous editions issued during a publication day. Another thing the staff strives to avoid is the rubbing off of the black ink on white gloves of women readers as they carry the newspaper or read it in the street cars. While no newspaper can prevent such a rub-off entirely, the *Daily News* staff is said to keep it down to a minimum by using a good quality of ink, and by seeing to it that its application to paper is never excessive. Precision controls governing the flow of ink and watchful care are two factors which help attain this objective.

"Years ago, it was assumed that newspapers would be poorly printed, and publishers did not pay so much attention to improving quality," was a comment made by one of the executives. "Now the public has become more printing conscious and expects finer looking newspapers."

Guide Work by a Control

Before any of the advertising copy for insertion in the *Daily News* is sent to the composing room, all instructions, cuts, and copy are received from the advertiser direct, or from the agency, by a department called the dispatch room. Much of the smoothness with which copy and proofs are handled is attributed to the functioning of this dispatch department, which was designed to serve as a buffer between the mechanical departments and the outside world. At no stage of the newspaper's contacts with its advertisers does even a phone call reach any of the mechanical departments from an outside inquirer. The volume of business done with outsiders concerning copy, cuts, and proofs may be imagined by the fact that from 200 to 250 pick-ups and deliveries are handled daily by the motorists and other messengers working out of the dispatch department.

Prior to organization of the dispatch department, some interference

with orderly operation of the composing room was occasioned by the necessity of checking to see if all cuts accompanied the copy to fill an advertising order, or, if instructions were followed with respect to delivery of proofs to whom and where, or, if the correct advertisement would appear on the date specified. Under the present system the composing room is freed from the necessity of doing any of these things.

The routine followed by the dispatch department includes the receipt of the advertisement. The order and copy are examined, credit rating of the advertiser is checked, and, if approved, the order for insertion is written. For record purposes, a large book with printed headings is kept. In this, the recording clerk notes receipt of the order and its time, size of the ad, date or dates of insertion, number of proofs wanted and to whom they are to be delivered, number of mats wanted for outside purposes, condition of cuts or note concerning missing cuts and when expected, and data concerning special service which the order calls for.

Avoid Hold-ups for Copy

If the printing-material clerk finds that nothing is lacking, all of the copy and cuts are passed on to the ad-room foreman in the adjoining room for production. If cuts are lacking, or instructions are not complete concerning when they are to arrive, all of the material is held up until the advertiser supplies the needed items. In handling full-page or double-spreads of the advertisements in which scores or hundreds of cuts are used, the ads sometimes appear in the early mail editions incomplete. However, blank spaces rarely if ever appear in the later editions of the newspaper. The contract of the publisher with the advertisers provides for printing incomplete advertisements in cases where an advertiser has failed to furnish necessary cuts in time. Upon inquiry, I learned that advertisers never complain because of the enforcement of the terms of the contract covering this point.

In the composing room, fifty-six line-casting machines are in operation with more to be installed. About twenty machines are used regularly for straight news copy, a number of others for stock exchange quotations and other tabular matter, a few for headlines, several others for correc-

tions, and about twenty for advertising copy including classified ads. Five giant monotype casters are used for making rules, leads, slugs, large type faces, and figures, while several units of ludlows are used for special purposes. Feeders are used in connection with the metal pots, and all precautions are taken to keep fluidity of metal up to standard so that slugs are evenly cast and impressions therefrom clear-cut.

Repairs Made by Experts

No machine operator is expected to bother about adjusting his own machine. All he does is to press a signal within arm's reach of his seat which flashes the machine's number in the machinists' office nearby, and at once a machinist is on his way toward the place where service is required in a hurry.

All type over eighteen-point is set .003 of an inch higher than type-high, (.918) because it is the desire of the production men to secure a sharper impression upon the matrix from which stereotype plates are cast. Cuts are also mounted .003 above type-high.

At every stage of typesetting and makeup of pages, material is carefully inspected for possible flaws. In no case where avoidable is a broken border or rule permitted to pass through the department either in the reading matter or in the advertising. Vandercook precision proof presses are in evidence in several sections of the composing room. Proofs of forms and cuts are carefully inspected for possible defects in type, figures, line-cuts, or halftones. When discovered, every defective item is replaced. In the event that a defective rule or slug should slip through in the first edition of the newspaper, or time will not permit a substitution, the fact is noted and correction is made before the next edition goes to press.

Hold to Rigid Inspection

One of the numerous values of this rigid inspection all along the line may be noted in the clean appearance of advertising depicting men's clothing where various textures and stripes in cloth are clearly discernible.

Halftones made in the photoengraving department of the *Daily News* for use in the paper are 75-screen. A trip through the engraving department indicated that it was organized for making good quality

plates at high speeds. One newspaper publisher from a neighboring city could not believe that two full pages of action pictures of players taken on the football field at Northwestern University, in Evanston, can be reproduced in the newspaper on the same afternoon. The unbelieving publisher was invited to visit the engraving room at four o'clock on a Saturday afternoon and witness operations. After he saw the work done, so the story goes, he still was skeptical about the performance.

Etch Uniformly

Large cameras with automatic adjusting devices are used in the photoengraving department. Operators need not calculate relative sizes of original pictures and desired sizes of halftones. All possible combinations are visible on a large illuminated chart, printed with large type in decimal figures near the cameras. In a moment, the operator can adjust the camera for any cut required all the way from an eight-column width to a small half-column size. The image is transferred from the original to the strip film—wet plate process having been eliminated. The film is given its washes, separated from the membrane, and then attached to the metal, and etched. To further aid the process of making halftones, Eastman roll film is obtained in various widths—single to eight-column—thus saving time in making reproductions. Depth of the etch in halftones is from .005½ to .006 of an inch, a standard that is unvaried.

With precision-made halftones and other cuts locked up in single-page forms, each page is wheeled from the composing room to the mat-molding section of the stereotyping department in accordance with a time schedule for each edition. Instead of closing several pages at a time, the management of the production departments developed a system by which each page of the newspaper has its own deadline. Under this system pages are delivered one by one to the mat-molders at two or

three minute intervals. In the rush, three crews of molders may be used. With such a system, at no time during my observation were crews of men at the machines pushed, nor were they idle at any time for lack of a page to work on.



Col. Frank Knox acquired control of the Chicago "Daily News" about nine years ago and was president, publisher, and editor. On appointment as Secretary of the Navy, he relinquished editorship

It is a rule at the *Daily News* plant that a cork blanket, operated in connection with a mat-molding machine, must not be used twice in succession. Thus after use, the blanket is permitted sufficient time to regain its resiliency before it is used again.

Men on mat molding carefully examined each mat after it was molded before deciding whether it was good enough to pass on to other men of the crew for the finishing operations. In several cases while I watched, a mat was discarded and another one made. The approved mat was then "backed-up" with felt packing by

skilled operators, so that the open spaces on the page were re-inforced to withstand the weight of the metal in the caster. Following these operations, which in a measure reminded me of "makeready" work of letterpress pressmen, each mat was placed in a "roaster" which after about thirty seconds automatically opened its jaws, and released the mat from which all moisture had been evaporated. Thus the finished mat represented the work of all copy writers, artists, engravers, compositors, and all the precision equipment used to produce that sheet.

Check Production

In the stereotype casting room two floors below the composing room, and in the mat-molding section, the finished mat was placed in the auto-caster, and twelve curved plates made from it in just three minutes. These plates were automatically shaved down to size, and trimmed and beveled to fit snugly into their respective places on the press cylinders to make their impressions on webs of paper passing through the presses at high cylinder speeds.

Ten minutes after the final page of an edition of the *Daily News* has been delivered by the composing division to the mat-molding section of the stereotyping department the huge Hoe presses begin to roll. If and when the presses do not start running at the exact scheduled moment, a buzzer sounds in the office of the mechanical superintendent several floors above. Thus he keeps in touch with press operations. As a further aid to constant supervision, he has had installed a signal system which indicates by lights just which of the presses are running.

Production requirements of the Chicago *Daily News* are an aggregate of above 500,000 newspapers each afternoon except Sunday. The size of the paper is eight columns wide and ranging from 28 to a possible 80 pages a day. Press equipment for producing this volume consists of 60 press units, each capable of printing

eight pages in one revolution of the printing cylinders. With seventy-inch-wide webs of thin paper flowing through the presses at the rate of 1,000 or more feet a minute, and receiving clear-cut impressions from the curved stereotype plates of pictures and type matter, a fascinating sight is presented.

Control Production Total

An automatic counting machine is attached to each press folder delivering and counting complete newspapers. The results of each automatic counter recorded by the hundreds of completed newspapers, are consolidated in and through a device operated in the electrical control room, called a totalizer. This records automatically the entire output of all presses every second. Thus, by the use of this totalizer, whose impulses are registered in a number of strategic places in the establishment, the key men know at any given moment exactly how many hundreds of copies of that particular edition have been printed. When the circulation department checkers have noted that enough copies have been printed to fill requirements, they touch off by remote control the "howler" installed in the pressroom, whose shrieks are a combination of a fog horn and a siren, and can easily be heard above the thunderous roar of the mighty super-presses. As soon as this signal is heard all presses are stopped. In the event that the circulation department discovers that additional copies are needed, the go-ahead signal is given. When the required number have been run off, the "howler" again registers the stop signal for the giant presses.

Use Stops for Adjustments

The intervals between press runs are utilized by the pressroom employees for making of all necessary readjustments. Here, the oilers are checking and adjusting automatic oil gages; others are wiping various parts of the presses, while at practically all of them, pans are being removed and cleaned, then replaced. While I observed operations, several crews of men came along the main passageway pushing trucks of reground rubber rollers which had been machined down to a thousandth of an inch required by standards of the pressroom.

"That's the kind of work that means printing better halftones," ex-

plained my guide. "Good impressions on a press do not just happen; they must be planned. There is a set of rollers that needs replacing," he commented as we passed through one of the narrow passages between the presses.

"Why?" I asked.

"Those rollers are slightly swollen."

"Will you tell the crew working on the press to change the rollers before the next edition is started?" I queried.

"Oh, no, the men know their job, and they will make the change without my telling them."

This seemed to me another example of efficiency on the part of the skilled, watchful men who seemed to know what the objectives of their institution were, and how they were to be attained.

Get Quality by Team-work

Ink is pumped to each press from 2,600-gallon storage tanks and the flow in each case is automatically regulated. Valves are adjustable and the policy of the organization is to permit an even coverage of ink to print on the sheets without showing any evidence of either too light or too heavy impressions.

When questioned further about the clearness with which halftones are produced, the pressroom executive gave the same answer as had other executives that it was the combined result of a lot of little things, plus team-work. In the pressroom, the factors which added up to that result seemed to be precision equipment, cleanliness, ink flowing properly, rollers ground to precision requirements, all parts of the presses kept in good running order, and knowledge of every man on the job concerning what was expected of him at every and any given moment.

"What do you do when your normal routine is suddenly changed by reason of an emergency, such as getting out an extra?" I asked.

Take Emergencies in Stride

The answer was that a change from normal to emergency operation was effected without any disturbance in routine. New plates for the pages to be changed are provided, the presses involved in the changes are stopped, the new plates are substituted for the discarded ones, and the presses are started again and just keep rolling along until the "howler" shrieks, which means "enough."

Demand Skill on Repairs

One of the obscure, yet very important, reasons for precision printing in the *Daily News* plant is operation of the maintenance machine shop crew. Experienced former press builders and erectors and other machinists constitute the staff. Their routine duties require constant inspection of machinery in the entire plant, replacement of parts before they get worn, and periodical overhauling of all machines. In between times the machinists are reconditioning sections of machines, or even building some devices which in some cases might be termed inventions. A large stock of small new parts, including gears for all machines, is kept within reach. The electrical equipment likewise is subject to the watchful care of skilled electricians who make their headquarters near the pressroom, in a separated section in which all controlling devices are in operation.

Much more could be written about the human element in the organization, and its coordinated functioning. All of the men seemed to be imbued with the idea that anything is liable to happen in a printing plant. The way they prevent bad things from happening is to maintain a rigid standard of watchfulness to prevent errors from occurring.

Maintain Team-play System

It was an example of team-work that enabled me to see the Chicago *Daily News* organization in routine operation for practically a day. Two men, namely, Hal O'Flaherty, the managing editor, and John W. Harm, production manager, worked together to give me every needed cooperation which opened all departments to my view. Key men in the various mechanical departments who also did team-work in helping me to acquire the knowledge concerning operations included L. O. Wakefield, assistant mechanical superintendent and superintendent of the stereotyping department; D. J. O'Connell, superintendent of the composing room; D. E. Anderstrom, superintendent of the pressroom; Ray Henderson, superintendent of the photo-engraving department; Frank Sewick, chief machinist; Lynn Bucke, chief electrician; Henry Eagle, superintendent of the print paper department; and O. R. Kaspar, manager of the dispatch department.



Left, Morris Reiss maintains the chess he plays with his daughter is far nobler than the Axis variety. Mr. Reiss is proprietor, Reiss Printing, New York City, and has 432 issues of this magazine filed in his small library



Right is Walter F. Schultz, Dallas, composing superintendent, "Farm and Ranch"; now district representative, past educational chairman, International Association of Printing House Craftsmen



Left, John Quinlan, proprietor of Mutual Printing Company, Boston, is shown here with the portrait he painted of Charles Alpert, president, Craftsmen Machinery Company. Mr. Quinlan's work was recently shown in the studio of his teacher, Prof. J. DeBenedictis, also of Boston, and won favorable criticism



At right: Frank B. Gilliam, David "Bill" Stock, Edward T. Samuel, and Mac Sinclair, all of Cleveland. They are shown enjoying the contents of a package sent air mail to help Bill and his friends remember home while at the 1940 Craftsmen convention in San Francisco. Photo by courtesy World Wide Photos

The Candid Camera Page

News of interesting people, of leaders who are helping the graphic arts field grow in importance and influence, and of events which seem of more significance than a passing notice



At left is committee which was in charge of the Seattle Graphic Arts Week. Reading left to right: Roger Jensen, Max Wells, J. S. Brinkley, and Web Harrison, the last named being chairman. The last meeting was in an airliner in which they took an enjoyable hop over the city, guests of United Air Lines



Right, The leading attraction in the public demonstration of the 500th Anniversary in Saint Paul was printing the souvenirs on modern press. Holding one of the folders is Foster Kienholtz, chairman of observance committee. In left foreground: George Decker; right: Harry Wentz, who assisted the observance



The left photograph shows a group of alumni who attended the last semi-annual meeting for graduates of the Department of Printing Carnegie Institute of Technology. This group is now employed in fourteen firms with three companies having two or more representatives at Pittsburgh reunion



Right is one of the eighteen students at the Bread Loaf School of English, located at Middlebury, Vermont, participating in the work of printing "Stops" which was reviewed by "Proofroom" department, November issue, and may be found on page 50

Banks

THE IDEA FILE

When two printers exchange an idea . . . BOTH HAVE TWO. That's what this section is for. Let's swap money-makers. When you produce a mail-card, novelty, anything that clicks . . . send it to the IDEA FILE!

Copy-test Sales Plan

Here is an idea that was considered so excellent that *Printers' Ink* asked for enough copies to supply each of its space salesmen to carry as an illustration of excellent advertising follow-up. If you are familiar with the standing of that magazine, you will agree that here must be something!

One of the space users of *Printers' Ink* is the trade magazine *Bakers' Helper*. Promotion manager of the latter publication got out a folder and enclosed it with a letter in an envelope which bears a large red-lettered caution "Do Not Bend . . . An Important Picture Inside." Who wouldn't open something like that?

Inside is a black-covered booklet with a polished metal mirror at the upper right corner, flanked with the scribbled words "Take a look at a man." The copy continues, "who can do a lot toward increasing your firm's profits in 1941 . . . by making *Bakers' Helper* do more of your selling job. Here are a few reasons—"

Lifting the cover one finds a message from the vice-president asking the advertising executives who received the letter to rate the nine advertisements, just the same way as subscribers of *THE INLAND PRINTER* judged the Stratoliner layouts in the October, 1940, issue. Each succeeding page has a yellow background reverse plate surrounding the advertisement. Below reproductions are explanations of statements in the reproduced copy.

After sample ad No. 9 come three pages of space-buying data, then the form for rating advertisements.

Were those advertising men fooled on the main reason for the poll? Not one bit. Replies showed that they saw through this clever promotion

plan to get a second reading of all selling copy used by *Bakers' Helper* during the year. They also knew that the magazine was not simply using copy testing as a blind. They voted quite carefully. Now they are awaiting with keen interest the results of the vote, just as you probably were until delivery of the December IP.

How can this be applied to bring you business?

You have your choice of passing this on to a customer or using it for yourself. Simply get out a booklet with reproductions of the past year's advertising series. Ask those who received the series to go over them again and rate (1) the most arresting, (2) the most interesting, and (3) the most convincing.



● THE ABOVE illustration is a clever way to combine photographs of husband and wife when small children. The original was on a Christmas folder. It is equally appropriate for a wedding anniversary, is it not? What more appropriate time could there be to reproduce together the baby pictures of a couple than for marking some important period of married life such as the silver or golden anniversary?

The idea certainly is novel and is one which would take well wherever it might be used. Since the copy also is adaptable, we quote it here:

From Christmas to Christmas we change we admit
As the pictures above are witness
But our favorite wish hasn't changed one bit
It is still for a MERRY CHRISTMAS.

Weather Forecasting

Here is a way for you to use people's natural interest in the weather to draw attention to merchants' window displays—by a simple bit of job printing. The idea will keep a stream of people looking in the window all day long. They will even go out of their way to do so daily. Here is an idea, simple in itself, which will ring the cash register daily.

Originator of the weather-forecasting display cards is the Electric Storage Battery Company, manufacturer of Exide batteries. This firm has furnished service-station dealers with such signs to be held in a special frame, installed near the gasoline pump. The idea is going over big—and is equally workable in other lines of business. Other firms than that mentioned are adapting it.

For example, at the side of many a merchant's window is a thermometer. People stop, take the temperature reading, and walk on with seldom a glance at the display of goods. However, place some weather-forecast display cards in the window and there will be an immediate change in the focal point of interest. The cards may be changed daily according to the radio weather forecasts. Should the weather man miss, it is the simplest job in the world for the storekeeper to step into his window

and substitute other cards to keep the prediction 100 per cent correct. That beats the weather man at his own line of business.

The fifteen weather signs of the Electric Storage Battery Company are as follows: Rain-Warmer, Rain-Cooler, Rain-Cold, and Rain-Colder; Cloudy-Warmer, and Cloudy-Cooler, Cloudy-Cold, Cloudy-Colder; Fair-Warmer, Fair-Cooler, Fair-Cold, and Fair-Colder; Snow-Warmer, Snow-Cold, and Snow-Colder.

You can print these cards better and for much less than show card writers. A short drive along principal streets will locate stores in separated sections of the city which now have thermometers, and whose windows show an appreciation of show-window sales methods. Your idea should at least triple the number of people who look in at the display. Later, when the cards get soiled and fly-specked, the proprietor can get replacements from you for a few cents—and he *must* come to you to keep the cards alike.

Luncheon Appointments

Restaurants and hotels are prospects for small engagement books in which the bearer can record where and with whom he is to have appointments for breakfast, lunch, or dinner. It is well to give the time also. Such a small notebook could be so printed that appointments are recorded on right-hand pages while left pages are printed to tell delicacies offered by the advertising hotel or restaurant.

In cases where the restaurant serves civic groups or delegations, a list of these, the dates scheduled, and places of meeting might be an aid in getting the handy books distributed through organizations. Such a list would also serve as a testimonial of the clientele.

Newspaper-Menu Tie-up

Hotels which supply the morning paper to guests, as many do, could get extra returns by attaching a sheet giving menus for that day. Where the list would be too long, a tabulation of daily specials would have real appetite appeal.

In small hotels having too few rooms to warrant such a list, a simple general printed sheet could be attached calling attention to the dining service available.

Coin Folder

The folder shown at the right is one fine way to dramatize the savings made from an intelligent purchase. Many items that cost a bit more than competitive goods could be sold by such a plan.

It must be admitted that it costs money to put out a mailing like this to which you glue seven cents in coins, then have the cost for printing and mailing in addition. On the face of it, there seems but small likelihood of getting enough returns to pay for the cost. Yet when you know that the sample shown here did such a piece of selling that the manufacturer told his printer that the company was highly elated with returns, it sounds mighty good.

This folder was printed for Sealright Company, Incorporated, Fulton, New York, by the Brown Printing Company, of Syracuse. We are told by the latter company, "The folder is quite unusual and costly, although the Sealright Company was greatly elated with the results."

The inside spread carries a cartoon drawing of a Scotchman. He seems to say, as the copy, "Of course you're willing to trade two cents for a nickel. Here's what we're driving at—When you count the packaging costs, consider *income* as well as *outgo* . . ."

It is noticeable that this is a wholesale item which may explain why the folder was so profitable. Care would have to be used on the mailing list. Still, there must be several excellent prospects for such an idea right in your own community.

End High-price Rumors

A print order can often be secured by helping exclusive shops and principal department stores and better known hotels fight rumors that their prices are exorbitant. One of the penalties for a reputation that it is much higher than competing firms is that people come to the con-



This profitable mailing piece is on heavy enamel, printed in three colors on each side of the sheet, 6 by 8½ inches

clusion that high prices tie in naturally with distinction.

These firms can well use a gummed sticker for attaching to letterheads and invoices, *et cetera*, which will show the advantages of trading with the firm, then concluding with specific prices to show how reasonable they are. A hotel uses the copy—

"Suggestion for a whispering campaign: This is the ideal home away from home . . . and tell your friends that. . . Believe it or not, there are many delightful outside rooms with bath at \$5.00 a day."

Service Survey Card

Quiz-program popularity can be copied for a print order or two since there are many types of business houses which need to know facts which can be learned only from customers. This works especially well wherever the customer sits at a table, as in restaurants, or for guests in hotels. In the latter, simply list all classes of employees and let the guest rate the service as good, bad, or mediocre in his estimation.

Stores can get customer reactions by enclosing questionnaires with monthly bills, especially where payment is usually made by check. If a

space is left for signature, let the customer remain anonymous if he so desires.

Selling the idea is simple. Just call on the manager and ask what information he would like to have from his customers, if it were possible to obtain it. Rare is the firm which has no curiosity about buyers' likes and dislikes. Then suggest the questionnaire and show how it could be distributed most effectively.

Civic-Pride Envelopes

Hannibal, Missouri, was the home town of Tom Sawyer and Huck Finn. No one who receives a letter from Hotel Windsor of that city is left in doubt about the historic characters which originated there. On the envelope corner card a statue of Tom and Huck is illustrated.

Few communities have such dramatic people to illustrate on corner cards. Still, there are always some events in the past, present, or future, which could be made into envelope corner cards and sold to the hotels, schools, clubs, chambers of commerce, and so on.

Tourist-trade Blotters

The roadside lunch stands, tourist rooming houses, tourist cabins, "Motels," plazas, and so on, have grown up in almost every community. Few of them advertise to the transient trade except through roadside signs. Most of these could use blotters distributed for tourist pick-up at non-competitive tourist-trade places of business along important highways.

Equally handy for advertising purposes for such businesses would be illustrated post cards. These could be placed in stands or rooms along the road some distance from the business location. Where there is a reciprocal basis for distributing this advertising material, there is a strong probability of two orders.

Hotels having branches in other cities use this method successfully. Why not copy it for smaller businesses catering to the different class of transients? For example, think of all the business that must go somewhere from trailer parks. There are car repairs and food and entertainment being sought by strangers. Alert advertisers with a product well worth advertising have an opportunity there that can bring a nice extra profit not only to them but also to their printer.

Miniature Testimonials

Reproducing testimonial letters in miniature is far from a new idea but it is one worth the reminder. A folder of this nature recently was sent in to THE INLAND PRINTER by James E. Shaw, printer, of Buffalo. His is made with blue cover stock having two vertical folds so the ends meet in the middle and open like double doors. On one "door" is printed "I've blown my own horn for a long time . . ." and on the other is "This month, friends are the band."

Inside is an ordinary coin envelope, 3 by 5 inches, in which are several testimonial letters reproduced 2¾ by 3⅝ inches. Copy on the out-

side of the envelope leads the reader to examine contents.

While Mr. Shaw chose to use the idea in advertising his own business, it is equally good advertising for practically any firm or store.

"Frontier" Toothpicks

A round-cornered card 1¾ by 3¼ inches, punched with two holes 3/16-inch wide, was worked into a fine souvenir for a "Pioneer Day" celebration at Chickasha, Oklahoma. It seems so usable in other towns that it was sent in by the originator, Bill DeKinder, of The Peerless Press, Chickasha.

The two holes, near the top of the card, are parallel and half an inch apart. Two round toothpicks are thrust through them. Below is the display line "Two Logs." Then follows the name of a cafe from which the "logs" are issued.

In almost every town is a restaurant or hotel whose name is taken from early days of the nation. It is not necessary, therefore, to wait for a pioneer day celebration. Should not the historically named places of business be logical prospects, right now, for a souvenir-reminder?

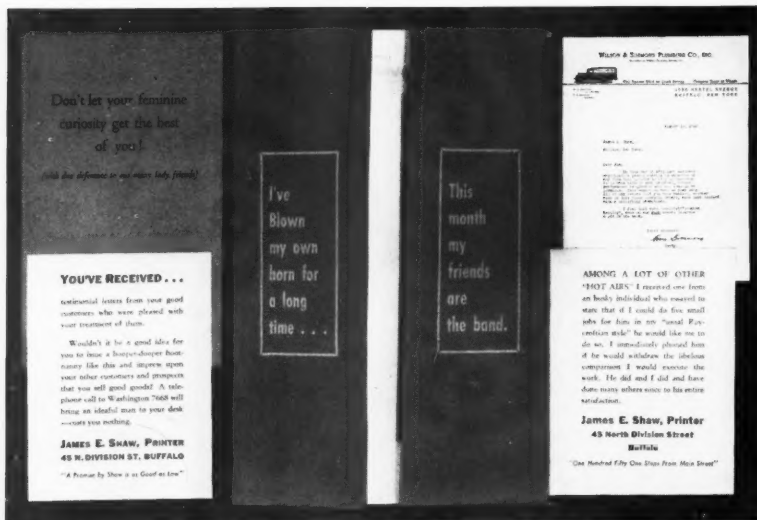
Salesman Introduction

Another adaptable idea from Claes V. Wyckoff, sales promotion manager of Mercury Press Printers and Publishers, San Francisco, provides a unique way for introducing new salesmen. Rather than the reproduced photograph which one usually sees, this announcement simply inserts in die-cut slits the business card which the new salesman will present on his first call.

The folder gives details about the new man's experience. All of this helps to get the desired first interview. Good taste in printing the folder and well designed business cards make the folder effective. (To stimulate creative thought on business card layout, see September and December issues.)

Most buyers give new salesmen an audience on the first call, just as a courtesy if for no other reason. So, when they recognize the business card as that enclosed in the mailing piece, a welcome is waiting.

Large sales organizations have frequent changes and transfers, each of which is worth a special printed introduction to regular customers.



Pictured here are some of the miniature testimonials described in center column above



Offset Technique

BY JOHN STARK

Questions about offset are welcomed

and will be answered by mail if stamped, addressed envelope comes with letter

Retouched Originals

We are enclosing three photographic copies and the finished result. Could you give us an opinion as to the results obtained—are we getting the contrast in these illustrations that we should be getting from this copy? The job was run on a 22 by 28 press. The writer is of the opinion that there is not enough snap and contrast here. The offset department holds that this is the best that can be expected from the copy and from the paper used. We would appreciate an expression of opinion from you, and the return of the copy.—*Manager, Lebanon, Pennsylvania.*

After carefully looking over the photographs and the printed sheets, we would hardly hesitate to say that your platemaker and your pressman have done an entirely creditable job, when we take into consideration the paper stock. In the first place this paper is of such a nature that the ink must be reduced somewhat to obtain good print. The color is not a good white, neither is it an opaque sheet. In addition, it has a rough surface which retards light reflection. Each of the above factors has a tendency to cause the print to look flat and subdued.

If you add the fact that you have a spread of ink on the rubber blanket to contend with, and the possibility of the pressman having to use a little extra impression to print evenly on the rough stock used, you will readily understand that the finished job could not possibly look as sharp and contrasting as the original photographs you sent us.

Regardless of the foregoing observations, there is a possibility of the negative made from the photographs being too low. A negative of this type has dots which are more or less uniform in size so the prints made from it would appear somewhat flat and lack the contrast so desirable on this type of work. A low negative permits too much color where the print should be white or very light. Heavier shadow dots reduce the density of the black, making it appear a

grayish tone instead of a contrasting black. This is indicated in the print of the reduced cut on the frontpiece you sent to us.

These remarks are intended as a possible contributing factor only, rather than any criticism of your platemaker because we really think that the workmanship is good. If the job had been printed on a good white coated stock you would have been astonished at the results you would have obtained.

A good deal can be done to improve the condition you complain of in photolithography just by having a good artist work on the original photographs. The sooner lithographers in general realize the improvement obtained by retouching originals to increase the brilliant highlight details and intensify the shadows, the sooner this type of criticism will be eliminated. Very few originals come to lithographers anywhere near perfect, and even if it were possible to obtain perfect negatives, there would still be some loss of detail after they were printed on the press plate.

Hourly Rates Scales

I understand that there are hourly rates for the various operations in lithography, and also hourly rates for the different size presses, that are recognized as standard rates in the industry. I would appreciate this information very much.—*Journeyman, Racine, Wisconsin.*

Each locality has somewhat different rates of wages. Usually the larger cities have a somewhat higher scale than some of the smaller towns.

It is quite probable that you could obtain the scale prevailing in your locality by writing to Gilbert Linder. Rates for hourly operation of the various size presses, and other litho processes, can be obtained from the Lithographers' National Association, 29 South La Salle Street, Chicago, and also from the National Association of Photo Lithographers, attention: Walter Soderstrom, at 1776 Broadway, New York City.

Tacky Blanket Trouble

Our rubber blanket becomes tacky on occasions. This causes the sheets to stick and fail to deliver properly. The blanket is comparatively new. Is there any method of preventing this difficulty? What can we do to stop the tackiness when it does occur?

We are also informed that we can secure synthetic blankets which will not become tacky, and which it is not necessary to powder after each time they are washed. Can you give us the name of this type of blanket and your opinion of synthetic blankets for offset?—*Proprietor, Hartford, Connecticut.*

This difficulty might be entirely overcome, providing that minimum of pressure is used at all times between the plate cylinder and rubber, and between rubber and impression cylinders. At the same time always use reasonable care in washing the rubber. It is a good plan to go over the rubber with a moist sponge before washing. Then take a rag soaked with gasoline and wash off the ink, drying it in sections with a clean rag as you go along. Then powder the rubber with French chalk prior to starting to print again.

Powdered sulphur is used by some pressmen, but I am convinced that there is no virtue in this; in fact, it will sometimes show a tendency to grease up the plate. If a blanket becomes soft or tacky, and you must continue to use it, a good plan is to wash it with carbon disulphide. If this does not get rid of the cause, the rubber will soon get tacky again.

Use nothing oily or greasy in mixing ink, if it can possibly be avoided. Oils cause excessive swelling of the rubber in places where the impression comes in contact, often causing trouble when printing later color runs.

If it is found that this condition does obtain it can be eliminated to a considerable extent by washing with powdered pumice and gasoline.

Do not run a press when the ink is not picking up clean from the rubber at each impression. To do so will not

only ruin the blanket but also the transfer on the plate.

If you are backing up a sheet, do not allow the ink from the first side to pile up on the impression cylinder. This would also ruin a blanket in short time.

Always see that a blanket is perfectly square before placing it on the press. Do not stretch it unduly; use good judgment in this respect. If the usual instructions that come with a rubber blanket are followed, good results should be obtained, even by the beginner.

Blue-print Darkener

Do you know of any satisfactory formula for producing black-print glass plates (positive or negative) from regular blue-print glass plates? After a blue plate is sensitized and put in methyl-violet dye, is there a method whereby one can darken certain portions only for color-separation purposes, making these portions so dark as to resist light-penetration (as does a negative)?

The regular formula directs one to darken locally or totally with potassium permanganate. This gives a brownish tinge not totally satisfactory. Perhaps there is a bleach and intensifier similar to that used on litho film.

How does one proceed in preparing albumin coating solution for sudden rises in humidity? When humidity rises, one is supposed to make his albumin contain less water. Would it be best to soak a prepared amount of albumin in less water at all times—then when entire solution (bichromate-albumin-ammonia) is mixed, to add final volume of water in accordance with prevailing humidity till certain Baume readings are reached?—Platemaker, New York City.

The following method of darkening the blue-print image to resist light-penetration will be found to be satisfactory. First, immerse the glass in the blue dye solution and then in the potassium permanganate solution, alternating until a dark brown color has been obtained. If only local areas are to be made opaque, a concentrated solution of black dye can be used for this purpose, which should be applied before the print is entirely dry.

A black dye bath recommended for intensifying the blue-print image can be made of water 64 ounces, glacial acetic acid 1 1/4 ounces, chrome alum 1 1/5 ounces, pontomine black E, (DuPont) 900 grains. Add enough water to make one gallon.

In preparing sensitized albumin coating mix it so that it has the maximum Baume degree of viscosity, then reduce it to the correct degree for prevailing humidity.

TYPE-SET SHOW-CARDS A PAYING SIDE-LINE

● WHEN the People's Department Store, at Main and Grand, in John Printer's town, holds its Spring Value Sale, it orders 12,000 giant circulars in two colors. That's good, profitable business for Mr. Printer.

At the same time, the store must arrange for display cards of several kinds, printed in two colors, but required only in small lots. Can Mr. Printer set the type, print first one

The operator places the type, illustrations, and borders making up his layout for, say, a three-color counter card, 11 by 17 inches, on the bed of what appears to be a small proof press. The card holder is then swung down over the cuts and a double roller attachment—one roller under the bed to support it in the places where no type or other matter appears—is pulled across the bed run-



Two-color counter cards above were produced on a machine similar to a proofing press, and combine readability of type composition and artistic qualities of show cards, at low cost

color and then the other, for this display material at a price the store is willing to pay? He cannot!

So what? Well, in most instances, show-card writers get the job of preparing such point-of-purchase advertising or it comes from a supplier of syndicated material. The first way is expensive, and the latter fails to maintain the style of the circulars.

Investment in presses and costs have barred Mr. Printer from doing the store's display material. Any method which gives him a chance to profitably do display cards and other small-run work, at a fraction of the show-card writer's price, deserves investigation as a sales builder.

Line-O-Scribe, which has grown to a mature status, is such a method. Originally it printed only one line of poster type in one color at a time. Now complete cards with illustrations and with type or ornaments at any angle, and in combination with straight lines, can be produced at one shot.

ning in tracks provided for it. Pressure of the rollers locks up the "form" by squeezing it against the special adhesive wax on the press bed. That's all there is to "make-ready" with the machine.

With a separate roller for each color, the operator applies the three colors of ink to the different parts of the form, places a blank card, cut to size, in the card holder, drops the card holder into place over the form (merely the type and other matter, firmly adhering to the adhesive on the bed of machine!), pulls the roller across the frame once or twice, and the card is printed. In some instances, metal lockup bars are used.

Models available make possible the production of pieces of various sizes. The machine, it is stated, accommodates a wide range in weight of stock and variety of materials, even to cellulose tissue.

Fonts of wood and metal type in various sizes are provided with different models. Special effects are

possible. With the metallic embossing powders, for example, and applied heat the familiar thermography effect is obtained.

Aggressive printers will see here an opportunity to add a profitable side-line. Comparatively little outlay for equipment is required and even inexperienced employes can quickly learn the work. In addition, Line-O-Scribe prints from standard type surfaces so the printer may use many of his type faces in the larger sizes to augment those which come with Line-O-Scribe outfits.

Numerous small stores cannot install such equipment because of limited needs. Consolidating the work of several stores the printer can serve them to their mutual advantage, and to his benefit also.

★ ★

Favors Saleswomen

The average printing salesman may scoff at a small order, but saleswomen will eat it up and like it. A man intends to call at a certain office at a certain time, but he won't . . . not if he smells a big order somewhere else. He goes out and gets that and forgets about his being due at the Jones Company at 9:30 that morning on his usual weekly rounds.

A woman will not miss her regular call by thirty minutes any time. The offices she calls on are accustomed to set their watches by the time these saleswomen come in and the people know they will be there to get bread-and-butter items which the men would pass up ten to one. At least that is the experience of H. & W. B. Drew Company, in Jacksonville, Florida.

"Two girls are worth more than four half-way salesmen," says I. W. Rogers. "Some years ago we decided as an experiment to try out one young lady and see how it worked out. She panned out so well that we soon had two and we have kept from two to three girls going all the time.

"They contact accounts regularly and have between two hundred and two hundred and fifty accounts to contact regularly every week, canvassing practically every office building in town and all the downtown section thoroughly. Thus we obtain many little items that we would not get if the girls were not out on the streets. Their sales-cost is less than anything else we have on the payroll month in and month out."—F.E.K.

PRINTER INVENTS WAY TO STRETCH OR COMPRESS BOTH COPY AND CUTS

● New secret process is discovered which can change the proportions of type matter and illustrations to avoid a resetting to fit varying areas

A CHICAGO letterpress printer with a leaning toward research has developed an actual type stretcher. But —don't send the boy to Chicago to look for one. The process is secret, is patented, and it still has enough "bugs" in it, according to the inventor, Frederick H. Bartz, so it cannot be used by others—at least for the present. Nevertheless, the process he worked out actually will take an advertisement and squeeze or stretch it, within limits set by normal observation.

Reproduced here in small size are two advertisements showing before-and-after views of an ad which was foreshortened vertically while the width was held the same. Editors of THE INLAND PRINTER show below a third copy which was rejected. The unsatisfactory one was compressed proportionately as a unit with the result that the corridor and archways were squat. . . . The copy was so extended with short ascenders and descenders that it was difficult to read easily and quickly.

The acceptable distortion, made into a "fake" two-color, had separate compressions of lettering and illustration. Notice that the streamer, copy, and signature are all reduced slightly in width and a bit more in depth. The illustration was handled

as a unit and shows a slight change in room proportion, but not enough to be undesirable.

Interest in actual type stretching centers mostly in label printing and in advertising agencies which must produce one advertisement in several proportions to fit varying space requirements. Should there be an illustration in the layout, type must be reset and special etchings must be ordered. To do so runs into considerable money.

One danger of stretching comes in changing the perspective. Unless care and judgment are used, a narrow hallway might become suddenly wide and flat, and an archway lose its graceful appearance. Mr. Bartz finds through experiments that there is an "area of critical distortion" which runs from 15 to 20 per cent. In short, there is a limit to the optical tricks one can play before he gets caught. Still, if the copy does not have to be compressed or elongated beyond the critical point, the eye ordinarily will not detect the difference.

Exceptions have been found to this drawback. One cartoon was stretched nearly 40 per cent. This was possible and still be unnoticeable since it contained hand lettering in a free style. Machine type could not be so treated

Called more times in 1939
THAN ANY OTHER CONCERN

WHEN one funeral director uses to leadership and receives thirty times as many calls as the average concern, there must be some outstanding reason for this overwhelming preference!

Visit the Lain & Son chapel and you will have the answer!

Nowhere else can you duplicate the service afforded by these beautiful chapels—the public facilities, furnishings or equipment.

Only at Lain & Son can you secure the Imperial Quarters, Organ and organist, with the Hammond Electric, organ, at no additional charge.

These features are available to the family desiring the minimum at the maximum.

We are proud of the fact that over 25% of Lain & Son funerals cost less than \$200—many as low as \$100.



Lain & Son
South 63rd & HARVARD North 5501 N. ASHLAND
Phone WENTworth 0025 Phone LONGbeach 2646
UNDERTAKERS

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Left is acceptable distortion and right is unsatisfactory one for ad on the following page

without becoming hard to read. When the original and the stretched cartoon are laid side by side, it is hard to see just what had been done.

Another successful use of this new method came in reproducing a name slug originally set in a font of type that is no longer on the market. A new advertisement required the signature slug to be used the same width but nearly double the depth. The stretcher produced an extra-condensed face, but one which filled the bill completely.

Each piece of composition which he has distorted Mr. Bartz has given careful individual study and experiment. One job finally came out in usable form after 110 spoils and a

Original ad which had to be foreshortened

cost running into the hundreds. The work was only worth a few dollars to the customer, so was billed according to value, not cost.

Name of this new invention is "Strechtype." It is now emerging from the cut-and-try stage but is hardly developed to the place where Mr. Bartz can license operators in other cities to handle the work. To learn the technique requires quite extensive knowledge of chemistry and training of at least six months. However, the day is not far distant when this may be commercialized.

REASONABLE SAFETY FOR PARTNERSHIPS*

By CHARLES R. ROSENBERG, Jr.

● PRINTERS are certainly not to be criticized for wondering, at times, whether there is any reasonably "safe" way of being in business. A printer can manage his sales and control his overhead expense, but what can he do to protect himself against these lurking legal hazards that seem to spring from the very fact of business existence?

He can incorporate! The most urgent and sound advice that lawyers give to both "individual" and "partnership" printers is to consider seriously the idea of incorporating the business. The corporate form of doing business has just about everything in the way of practical and legal advantages. The officers, directors, and stockholders of a corporation cannot ordinarily be held personally liable for the debts and obligations of the corporation. This means that a printer whose business is incorporated can legitimately keep his personal assets and affairs separate and distinct from his business. Business troubles of the corporation will not entangle his home and other personal possessions.

Two or more men going into business together as a corporation avoid all the legal "headaches" incident to a partnership. The corporation can be held liable for the acts of its officers only to the extent of their authority. An unbusinesslike deal by a corporation officer or employee does not "bind" the corporation unless the person who attempts to enforce the transaction against the corporation can prove that he had the power to make it. In partnership, a partner has full power to involve the partnership by the mere fact that he is a partner.

Death of an officer, a director, or stockholder of a corporation does not affect the ownership or operation of the corporation business. The only change is that the stock in the corporation is owned by the dead man's estate or heirs. The stock does not have to be bought up by the remaining stockholders unless they want to do it.

Does it pay to incorporate a local printing business? That's something

* Conclusion to article which appeared on page 60 of December issue.—Editor.

like asking whether it pays to carry fire insurance. The legal and financial perils which the corporate form of business is designed to avoid, may never occur; but they can happen and, if they do, the "incorporated" printer is prepared to meet them. A printer just going into business for himself or two or more printers setting up a joint enterprise should incorporate at the outset unless incorporation appears to be legally and financially impracticable. Similarly, an "individual" or partnership printing business should be changed over to the corporate form, if at all practicable, for the protection and peace of mind of all concerned.

How much does it cost? In most cases, probably much less than printers imagine. Legal requirements and expenses incident to organizing a corporation vary according to the statutes of the different states and, to some extent, according to the capitalization. The smaller the capitalization, the less the expense of incorporation, as a rule. Sometimes it's cheaper to organize a small corporation at low cost in Delaware and then "register" as a "foreign corporation" in the state where the business is to be carried on. Delaware has very favorable corporation laws; and, in most states, laws imposing heavy corporation taxes are directed for the most part at large corporations, not small ones.

Because of the tremendous legal and practical advantages of the corporate form of business ownership, it's well worth a printer's trouble to look into the practicality and expense of incorporating his business. In any event, it costs nothing to inquire—and a corporation may turn out to be just what your business needs!

★ ★

Permissible Puffery

As a stimulus to interest in typography, your contest rating layout and typography of sixteen Stratoliner ads was "tops." I was kept from reading my October INLAND PRINTER until too late to send in my entries. I marked my choice and is it permissible puffery to say that I chose four out of the jury's first five—though not in their exact sequence. I am raring to have you put on another contest.

I like your "Specimen Review" best of all features, and the more typographical contests the better.—M. H. Holmes, Oak Park, Illinois.

The Proofroom

BY EDWARD N. TEALL

Questions pertaining to proofreading are solicited and will be answered in this department. Replies, however, cannot be sent by mail

Parts of Speech

I have been interested in your ideas about parts of speech. You say that a word cannot be put down as always one certain part of speech. Please exemplify.—*Alabama.*

Well, here's an illustrative example: You can roost on a perch, or perch on a roost. That goes to show, "perch" and "roost" may both be either noun or verb. Many students of English object to "contact" as a verb. It is much used that way in the business world: "I hope to contact him soon." The critics' idea seems to be that "contact" is a noun and nothing else. What would they say about the expression: "I plan to carpet the room"? "Carpet" is a noun—when it is a noun. It can also be used, quite properly, as a verb: To carpet, to furnish with a carpet; to put a carpet on, as to *carpet* a floor. To house a family is to supply it with a house to live in. To tree a 'coon is to chase it up a tree. To book a ball club for a game is to put it on the book of schedules. To ditch a car is to land it in the ditch. These key words are sometimes nouns, sometimes verbs. My favorite illustration of the part-of-speech idea is "iron": iron is a metal; an iron is an implement made of iron; an iron thing is one made of iron; you iron a shirt with an iron. The English language is full of queer quirks: "The heat knocks me cold"; "I'm all in, almost out."

Tricky Verbal Nouns

Why did this headline look funny to me: "The Team's Need Is Scrimmaging"? It seems perfectly grammatical, but it sticks in my mind.—*Florida.*

Because "scrimmaging" is a verbal noun, and it takes a split split second to adjust it to the hook-up. As the headline ran, the first impression it made on your mind was of "scrimmaging" as a verb. "The team is scrimmaging": no possibility of misunderstanding or being even momentarily puzzled. "The team's need is scrimmaging": the first flash is

that something is scrimmaging, and "need" is the subject of "scrimmaging," not that "scrimmaging" is a predicate noun. Again: "Scrimmaging is the team's need" would have been absolutely free of ambiguity. Now, I distinctly am not saying the headline should have been recast. But it is true that verbal nouns do set traps for the mind, and the best writing allows for those possibilities and plays safe. It is just such little details that make some writing so much more clear, so much easier to read, than some other writing.

Be Commonsensical

In print, recently, I saw this: "The president of a small girls' college." What can that possibly mean but a college for small girls?—*Massachusetts.*

This is pure quibble. It makes unfair use of the difficulties into which we may be led by the very elasticity of our language. The ancient classics of Greece and Rome are praised for their beauty, their exactness of expression. I rassled with Greek and Latin in college. I choose to think I appreciated their beauty—but, at the same time, I refuse to say that their cold formality is loveliness of speech.

"A small girls' college." It means, and every reader knows it means, a small college for girls, not a college for small girls. There is no reason why the writer should not have made it just that—except that (if he thought of it at all, which indeed I doubt) he had no reason to surrender his own freedom of expression in order to dodge a cheap quip. The fact remains, however, that in writing it is well to remember that readers range all the way from merely mischievous folk to the malignantly critical; and there's no sense in sticking your neck out for a swing of the critic's hatchet. So I say: The writer challenged, and the critic took the challenge—and both are open to censure, while the good old English language goes its way in noblest calm and with unruffled dignity.

"Closeout" in One Word

Would you please tell us if the word "closeout" is written as one word or two words, if used in connection with closing out a stock of goods?—*Iowa.*

I think if you were to go through a few dozen newspapers every day and study the ads, you would find eight or nine times in every ten that the hyphen was used. The modern tendency is to use either the solid or the two-word form, and dodge the hyphen. But "closeout" does look sort of crowded, and "close out" simply does not carry the intended relation of the words. Most such combinations are written solid, in most sets of rules; but this is a word that is more apt to turn up in an ad than anywhere else, and in advertising the effort is to sell, and no chances of being misunderstood are to be taken. So I think it proper to say: Use the hyphen, as "a close-out sale."

"And" and Ampersand

Please advise when to use "and" and the ampersand. For instance, which is correct of the following: Smith and Jones; Jones & Company, and Oil and Gas Building. Your comment will be much appreciated.—*Texas.*

This is a tough one. It is a problem with which the printer has frequently to cope. First let me say the three expressions seem, without context or clue, to be absolutely right. But there simply is not any rule for these things. Personal preference rules. If one company chooses to sign itself "Smith and Jones," okay; that's its privilege. Still, if another likes "Smith & Jones"—well, that is also its privilege. I think it only fair to say that modern American business usage leans heavily toward the ampersand, "short and," in names of partnerships. In the last expression given, "and" seems to need neither explanation nor defense.

Take a railroad name for a test. You would probably print "Atchison, Topeka and Santa Fe." But you would abbreviate the title "A. T. &

S. F." The "short and" fits in with the initials.

As a general rule to govern a printer's practice, this would be about right: wherever possible, follow the style used by the firm itself. When you don't know and can't learn what the firm's own style is, use your own judgment. It makes a difference whether the name comes up in running text, in which "and" would have a natural reason for being, or in tables (as on the financial page), in ads, or in display, when "&" might be more in accord with custom.

Fused Participles

A point of grammar has been troubling me ever since I found myself saying "There is not much chance of either of our being drafted." I have long been an exponent of Mr. Fowler's belief that what he calls the "fused participle" is rapidly corrupting English style. "Being drafted" is a gerund, and, having the force of a noun, must be modified by a possessive, "our." Of course, the problem may be evaded by saying "... that either of us will be drafted..." Nevertheless, I'm interested to hear what you think about the matter.—*Utah.*

The sidestep is good. But if you must have the given style, I don't see anything to it except that you must say "chance of either of us being drafted," and forget about the fused participle. The phrase complicates the situation, and the "fused participle" rule goes overboard, for the time being. You know, grammar is not language, any more than botany is a tree.

"An 0-0 Tie"

Several times you have commented on use of "a" or "an" before numerals. What do you think of this one from the *Satevepost*: "... when a really fine Yale team was held to an 0-0 tie by tiny Bates..."?—*Michigan.*

As I have said each time this question has come up, it all depends on how you read the numerals. It's like our old friend "Xmas." If you read it as "Ecksmas," you use "an," as "an Xmas gift." If, however, you see "Xmas" and say Christmas, it would have to be "a Xmas gift." In the present situation, "a 0-0 tie" would call for the reading "a nothing-to-nothing tie," and "an 0-0 tie" would be "an Oh. Oh tie."

Analyze and Master

"Sure command of language comes only from study of the art of expression, practice in composition."—PUTTING WORDS TO WORK by Teall.

Simple Rules for Abbreviations

By EDWARD N. TEALL

● You would not address Mr. Hull, head of the State Department at Washington, as "Dear Sec."—or would you? I wouldn't address a man named William as "Mr. Wm. B. Soandso," not because there is any rule about it but just because to me it looks cheap. If I have enough interest in a man to write to him, I should have enough respect for him to write his name correctly, not in a clipped, lazy form. It may be that William B. Soandso actually signs himself as "Wm." So what? Why, even his own practice in abbreviating does not justify me in taking liberties with his honest-to-goodness name.

Abbreviations are useful. Their use should be regulated intelligently. Such regulation is important in ordinary, everyday writing; in print, it is a factor for or against quality.

The University of Chicago Press Manual of Style says: "In all formal typography and in straight reading matter it is best to spell out everything that would be offensive to the eye or puzzling if abbreviated." That's clear enough to make it good guidance for any writer or printer.

There are some abbreviations that are used in any kind of print, no matter how formal. In a running text you would not print "With Sheridan twenty mi. away," but you would use such abbreviations as a. m. and B. C. You would not say "There were delegates from Ala., Ga., N. J., Pa., and R. I." But you would print "Alexander Vanderveer, Jr.," in anything but the most affected typesetting.

Let's have some more of the same: In running text it is better to show "twentieth century" than "20th century"; "Sixty-fifth Congress" than "65th Congress"; "the eighth of March" than "the 8th of March." Note: Newspaper practice is something else again!

Consider Biblical references: You would print "the Book of Genesis," or "First and Second Chronicles," in straight reading text. But you would print a specific reference this way: "And the woman said, 'The serpent beguiled me, and I did eat'" (Gen. III: 13.)

Again: It would be crude indeed to print "The V.-P. presides over the Senate." But if you were listing the officers of a club, especially in nar-

row measure where space counts, you might print "John Smith, v.-p."

These are just a few random illustrations of the need of intelligent discrimination in the use of abbreviations in print. The distinctions are elementary, simple, easy to understand. There is nothing deep or complicated about it, nothing that calls for profound study, careful weighing of the alternatives. But there are writers and proofreaders who blandly disregard these points—and others who fuss over them wasting precious time on inconsequential matters.

One problem for the printer is that of spacing in certain familiar abbreviations. Initials in a name are of course to be separated; you would not (I hope) refer to me in type as "E.N. Teall." But you would be neatly in step with the commonly preferred usage to print A.M., B.C., unspaced.

Probably the best practice in printing the abbreviations for the names of Governmental bureaus is to use caps, no periods, no spaces: AAA, SEC, FHA, and so on—and on, and on, and on. But if you were to set them with periods and spaced, you would have broken no law; thus: A. A., S. E. C., F. H. A. These really are initial abbreviations for three separate words in each instance, and the periodless close-up grouping is simply a popular trick of style.

Similar combinations occur in the names of broadcasting stations. Shall we print W. J. Z., W. E. A. F., and the like? Well, those station symbols are more or less arbitrary, manufactured. Almost universal usage is to print them solid, without periods: WJZ, WEA, *et cetera*. In fact, you might very well instruct your compositors to set them so, invariably; and your proofreaders to pass them, without challenge or hesitation. This is one of the rare instances of usage being almost unanimous for one style.

Usage is extremely well fixed, also, in favor of such forms as MHG for Middle High German, OE for Old English, and the like.

The Chicago Manual calls for printing of alphabetic symbols for academic degrees in caps, with periods and no spacing: Ph.D., Litt.D., and so on. So, too, with abbreviations of titles affixed to names, as Horatio Smythe, F.R.G.S.

In such matters it is well to adopt a specific model for style; select an authority to be consistently followed.

There are some situations in which decisions have to be made carefully, in advance of composition; else there may be much confusion later, with expensive work to be done in styling the type—and with no alternative save to let the work go through and go out with glaring inconsistencies.

For instance, suppose you were editing a cyclopedia. You must conserve space: every line, every letter even, counts. But don't let yourself be drawn into the deep ruts of conventional practice. Figure out for yourself a real style; and let it be a reasonable one, doing the work you want done in saving space, but not causing your product to look patchy.

What I am getting at is just this: It is all very well to turn "northeast" into "n. e." To be sure, the two letters represent two parts of a compound; but since "n." for "north" and "e." for "east" are universally accepted, it is logical to accept "n. e." for "northeast."

But here comes a new problem for the editor and the printer: Shall the letters be separated, and periods used? Shall we switch from "n. e." over to "ne."? It is a mighty arbitrary affair. If your readers know what you are asking of them, they will read it all right; but the casual consultant of your reference book will have a bit of trouble getting that "ne." for it is really not a thing that flashes from the eye into the mind.

Then, there is one further point that I would like to bring out: Somebody set a style of using capitals for these abbreviations: "30 mi. NE. from New York." Here I have a positive opinion of my own: I think it is nothing less than crude to throw these abbreviations into upper case, making them grotesquely conspicuous. By all means let us save space, where space is so precious, by using abbreviations; but let's see that they are readily comprehensible, and that they blend smoothly with the text.

So we get back to the starting point, that abbreviations are useful—that their use should be intelligently regulated—that editors should make the selection of forms with great care—and also that the printer should use his influence to have them typed neatly and simply and not made conspicuous by being put into type outweighing their importance.

Paint-up Raises Shop Efficiency

● IT ALL BEGAN when a customer, a paint manufacturer, asked a printer to prepare a series of nice folders setting forth the advantages of his special paint for interiors of factories. After the printer had delivered the work, he realized he had made a discovery. Selling a paintmaker some printing, he had sold himself on paint. "If paint is such a wonderful thing in all these ways and is a good thing for others, why isn't it a good thing for us," the artist, copy writer, salesman reasoned.

The upshot was a thorough canvass of the situation in the printer's plant. Superintendents, foremen, those in charge of production, and many of the craftsmen, were consulted. Their opinions were sought on what could be expected in the plant if its walls and ceilings were made to keep the plant in "apple-pie order."

How could painting be done without interruptions to the production? What would be the probable cost? Could the cost be passed on in increased prices of printing? If not, would the investment be otherwise justified? Would a bright, clean, cheerful interior bring the printer's customers the same degree of confidence which attractive, well lighted merchandise marts bring to their customers? What would be the effect on employes, on production, on saving materials and operation costs?

The Neely Printing Company, of Chicago, decided that the firm had everything to gain and apparently only a modest investment to make.

First was the matter of color. Particularly something must be done in the office where for years the decorations had been in hard, cold tans everybody was tired of. Then someone had an idea: If colors of "Eye-ease" papers really do ease eye-strain, why wouldn't Eye-ease colors be just the thing in the office? Tests made brought a decision on a green so pale it is scarcely off white—a hue at once so warm and comforting, bright and pleasing to one just stepping into the office it immediately induces a feeling of warm welcome and cordial hospitality. In the sales room particularly this psychological effect, so unobtrusive and yet so impelling, can well be appreciated. Environment influences sales attitudes.

Because of the "sheen finish" of the paint, it looks flat, has but little reflection, absorbs comparatively a small amount of light but performs a more important function, that of *diffusing* light. This is a quality of particular value because both the natural light which comes through the large windows of the plant and the artificial light of modern fixtures are so thoroughly spread throughout the room as to light what otherwise would be dark areas and corners.



Section of the pressroom in the Neely plant giving an idea of how "sheen finish" paint helps to diffuse either artificial or natural light and so prevents shadows around presses

The machine and hand composition departments, together with the type storage, occupy about half a floor with north and east windows. In a room that large, the importance of diffusing as much of the daylight and the artificial light as possible is at once obvious. In this room the color scheme is white both on ceiling and sidewalls clear to the baseboard. It has the same "sheen finish," which seems flat when looked upon dead

date the pile feeders. Like most first floors in cities, this one would enjoy its share of natural darkness were it not for the careful painting it has been given. The "sheen finish" has created a volume of diffused light ample for general lighting and for breaking up the otherwise bulky shadows of the big presses. When the machine lights are on, the diffused light is so increased that the entire room is amply lighted.

bright red band around each column against which the extinguisher is hung. In case of fire a workman needs only to look about him an instant to spot a red band and to dash for its extinguisher.

Everyone about the plant is enthusiastic over the improved lighting effected by the "diffusing" paint on walls and ceilings. Cleaner walls and more cheerful surroundings have already promoted cleaner habits on the



This view of the composing room gives some idea of the lighting improvements which result from a paint-up, but is given here mainly in response to requests from many subscribers for ideas in shop management as shown by pictures of plant layouts in well organized shops

ahead but shows a slight reflection from an angle. This paint, like that in the office, has a high degree of the diffusing quality. Not only are shadows reduced and mellowed, but corners and dark spaces behind machines and along blank walls are brought into practical illumination, so help prevent accidents.

A room with small and medium presses is painted in the same manner. It joins the composing room and is separated from it by a half-glazed partition, enabling much of the north and east light to pass through the pressroom to the composing room.

The large pressroom on the first floor has a high ceiling to accommo-

The bindery occupying the third (top) floor has the advantage of natural light on three sides. Painting of the walls, columns, and ceiling with the "sheen finish" has diffused the natural light so thoroughly that artificial light required has been reduced to a minimum. The center of the large room has abundant light for all operations save where a machine individually needs artificial lighting.

Although the building is of reinforced concrete and is itself fireproof, paper and ink are inflammable and must be protected against fire. Fire extinguishers are generally located here and there on the columns. It is a part of the scheme to paint a broad,

part of workers—no finger marks on columns and walls, less paper and refuse on floors, and more effort made to put waste material in cans and crates. Workmen are conscious of the rule, "A place for everything and everything in its place." This habit of keeping things "rid-up" and off the floor also promotes safety, aids plant traffic, and reduces fire hazard. This necessitated placing additional waste cans and in providing more containers for tools and apparatus.

There is a conspicuous absence of pictures and press-sheets on the walls and of raucous daubs of ink, wash splatters, and other stains on the columns. No battered sheets of

paper serve as makeshift curtains but the windows are properly and neatly protected against excessive sunlight. Back of some of the larger presses, large table-tops made of ply-wood are hinged to the wall and supported by a clever "drop-leg." These serve as markup or make-ready tables or for spreading out press proofs for examination. When not in use the leg is dropped and the top falls flat against the wall out of the road of passing stock trucks or other traffic. These devices add to the convenience and sightliness of the room, provide necessary table space of adequate size when needed, and are out of the way when need ceases.

"We have found that light, clean, and attractive surroundings are an incentive to further efficiency," said President Lloyd Neely in summarizing the results of the "paint-up." "We are getting better work because of closer supervision obtainable under the new conditions, and we already detect decreases in light bills, spoilage, and production costs. The creation of a cheerful atmosphere and pleasing surroundings has definitely resulted in less spoiled work and a higher appreciation of the importance of each man doing his level best to turn out the highest of excellence in product.

"We know it has promoted a better relationship between employees and employer. I believe our clean-up-paint-up has helped to establish in the minds of our employees more confidence in the stability of their jobs and more pride in the company under such a policy of progressiveness.

"Our product has materially improved and our production sheets reveal more efficiency and consequently less cost. That makes it unnecessary to pass on to customers increases on account of our added investment, and naturally improves our relations with those who buy our printing. Many of them tell us it adds to their confidence of getting good work when they see the conditions and surroundings in which it is done and understand the attitude of the contented and painstaking craftsmen fortunate enough to work with us.

"Yes, I should say, we did a good job for ourselves, our employees, our product, and our customers when we set about painting the interior of our plant in accordance with the facts of scientific research."

How One Printer is Advertising

THIS MONTH the Times-Mirror Printing and Binding House, of Los Angeles, has been selected as a shining example of how a printer can advertise to advantage. This firm's copy seems to the editors to be best for ideas of all we have seen during the past month. It is quoted not to be copied but to furnish thought starters for advertising of your own. To reproduce as many as possible in limited space, headlines are set in one line and "hook" paragraphs have been omitted.

● An Ounce of Retention is Worth a Pound of Cure

(Illustrated with a hand holding a bottle of "cold remedy.") Sales curves, salesmen, and advertising sometimes seem to get "cold." . . . Frequently the cause is lack of selling and advertising directed to retaining and developing *present* customers. . . . Advertising budgets and sales effort are often upped to provide points of "lure" for new business, while scarcely an ounce of effort can be spared for retention and development of customers on the books. . . . For many lines of business the easiest, least expensive, and the most effective method of retention is intelligent, *direct to customer* mail advertising.

● Put Power Into the Four-Page Illustrated Letter

A little thought and some good artwork can turn the familiar four-page letterhead from an advertising "bromide" into a powerful, punch-packing producer. Good illustration, good color, and vigorous incisive copy on the right selection of paper can do a forcible and effective selling job.

● Get More Sales with a Mailing-Card Campaign

Through the use of a most inexpensive series of mailing cards of varying sizes you can afford to send out a five- or seven-piece campaign that will increase sales from present customers and build up new accounts.

● Tell the Retail Sales Person the Facts About Your Product

Booklets and folders which help the retail clerk understand the salient features of your product pay big dividends, not only in sales but in good will. They are the surest method of getting your sales story to the ultimate consumer. They are tools in the hands of the retail sales person to increase his personal sales and move your product.

● Increase Dealer Interest in Your Advertising Campaign

Pull your dealers into active coöperation with your selling plans—by keeping them in touch with what you are *going* to do. By putting your complete program in printed form into your dealer's hands, you give him the inside of your sales strategies. In return, he will give you and your product the inside of his selling effort.

● Trick Folders and Unusual Cutouts

One of the best ways to freshen up a sales promotion campaign is to put out an occasional "stunt piece" that will attract interested attention and help dramatize your story.

★ Editorial

Government Printing at Last

THE PRESENT "emergency" has brought some good fortune to the commercial printers of the country. The Government Printer at Washington is now giving out copy to plants in many of the printing centers. Executive vice-presidents and secretary-managers of local printers associations have been making frequent trips to Washington in recent weeks, drumming up business for their members. "Association work has changed a lot," remarked one of them. "Now an association manager has to be a production man, traffic man, estimator, and dispenser of copy. The Public Printer seems to prefer working through the trade secretaries to a large degree."

We see no difference between the War Department giving out an order for a million rounds of ammunition and the Government Printer giving out an order for a million paper targets on which to expend that ammunition in teaching draftees how to shoot. There is no difference and never has been. The printers of this country have as much right to share in the Government's printing as other manufacturers have to share in the making of the Government's munitions.

In periods of "emergency" and stress, the scheme of centralization of production falls down. It is not the first time. In 1917 it didn't work. Now it is found that even printing is an *essential* and must be had to complete the preparations for defense. How profitable the work may be remains to be seen, but at last the barriers to distributing "out-of-town" printing to printers in the hinterland have been broken. We are confident the commercial printers will give faithful and loyal service and justify their claims for a share in the business.

Modern Presses

NO PRINTING PRESS today is deemed modern unless it is completely automatic, according to Thomas E. Dunwoody, director of the Technical Trade School, Pressmen's Home, Tennessee. Even making the platen type of press fully automatic has revived its use and renewed demand for it. Cylinder presses, speeded up and made entirely automatic, are now deemed modern—"as modern, so far as some printers are concerned, as any rotary press" because there is still a tremendous volume of work to which they are more suited than any other type.

This is borne out by the fact that manufacturers of presses have such a wide range of machines for typographic printing. Every demand of the commercial printer seems to be met not so much by new press designs as by continued improvement of those already proven by time. However, there is a definite trend towards small rotary presses, both sheet-fed and roll-fed. These are now being built small enough to interest the commercial printer whose work may be of such a volume as to require "specialty" rotaries and volume producers.

Tremendous as has been the increase of lithographic and intaglio printing, letterpress still produces the overwhelming volume. As long as letterpress meets

modern demands by improvements furnishing quality of presswork, speed of printing and ink-drying, the typographic printer will likely continue to do the bulk for many years to come. At any rate, there is little cause to become discouraged over competition with other processes any more than with other mediums of publicity and advertising.

A Pattern for Management

ONLY WHEN it continuously makes a profit does a printing business survive. It is management's task to so conduct a business that profits will ensue and survival of the business will prevail. This implies the necessity of over-all planning, of rising above merely functional aspects, of charting a sound financial course. Herein budgetary control and a working knowledge of the technique for controlling the "break-even" point, is most essential. Top-notch management will not strive after "size" at the risk of losing profits. Above all it will delegate to heads of functional departments responsibilities with commensurate authority.

Thus is printing management concisely defined according to an address before the Young Printing Executives Club of New York, by Harry A. Hopf. So clearly did he put it up to the young executives, a condensation here is well worth the attention of all in any way connected with management.

The problem of managing a printing business in the midst of present conditions is rendered more acute because of New Deal legislation, increased taxes, labor's assertion of greater rights, lack of confidence of business men, impossibility of doing long range planning, and world-wide instability. Most of these adverse conditions can be influenced by the individual printer only indirectly, if at all; but he can adjust his business to profitable operation in spite of conditions, chiefly because printing is a necessity of modern life.

The Young Printing Executives of other cities may well take to heart Mr. Hopf's suggestion that present conditions dictate the pursuit of a policy of conservatism in financial affairs: Cheap money should not tempt excessive plant expansion which often entails operations at a loss. He admonishes keeping overhead costs, including salaries, down and well under control, and advocates the policy of gradual replacement by the set-up of ample reserves as a guard against hazards of obsolescence.

The budgeting of sales with profit, stimulating salesmen by fair and generous incentives of compensation, keeping promises to customers, sticking to quotations once submitted, educating customers to the necessity of a legitimate profit, and maintaining standards of quality and service, are essential practices in the sales end of a printing business.

Production planning and scheduling are hinged on budgeting of sales. Coördination of the two is a matter of the first importance. Standards of performance need to be adhered to, and all costs should be charged uniformly against every job. Emphasis is placed on training all

employees for greater skill in present jobs and for assumption of greater responsibilities; developing a contented and loyal working force through fair treatment, liberal wage policy, and constructive leadership.

Older heads sometimes forget or neglect these rules of management to their sorrow and discomfort. For continued success and survival, the industry is looking to the Young Executives coming on to heed the voice of wisdom and experience that they may meet the problems of the future as their fathers have met those of the past.

Industrial Relations

THE PRINTING INDUSTRY has been remarkably free from entanglements with the National Industrial Relations Board. Nevertheless, printing management universally hails the recent changes in the personnel of the board as giving it a more conservative complexion. Originally created to foster peaceful relations between employer and employee, the apparent prejudices and favoritisms of the board engendered more bitter strifes. Some board rulings were so unfair and so unreasonable, some so stupid and senseless, that disinterested persons watching from the sidelines condemned such bureaucratic edicts as inimicable to American ways. With the institution on the board of men of judgment, knowledge, and understanding, both management and labor may look for better conditions to prevail.

Management and labor must cooperate. This is especially imperative now that the nation is entering upon an intensive program of national defense. Cooperation means wholehearted and unreserved working together on the part of both management and employees. The nation cannot be put into a defensible position unless management and labor avoid conflict. Some education may be required of both in sound employee relations and in personnel management; in better pricing policies, and in avoiding restrictive practices.

When management once reaches a full realization that relations with employees are as important as relations with customers, consumers, bankers, and supply interests, and when employees awaken to the fact that their jobs are dependent upon how smoothly the business may be operated, cooperation may then be considered as a fact accomplished. It is to be hoped that the reorganized board will assist rather than hinder (as it has in the past) this realization of industrial peace.

Intrastate Printers

MANY SMALL printing establishments throughout the country have what they consider a well founded conviction that they are not amenable to the provisions of the Fair Labor Standards Act, of 1938. This conviction is based on the assumption that their employees are engaged in a "retail or service establishment, the greater part of whose selling or servicing is in intrastate commerce." The law defines "commercial" as "trade, commerce, transportation, transmission, or communication among the several states or from one state to any place outside thereof," and applies to employees engaged in commerce, as so described, or engaged in the production of goods for such commerce.

It is conceivable that there may be printers whose product is consumed wholly within the state where it is produced; that the "greater part" of their selling and servicing is constantly within the state. Congress must have had in mind the existence of such when it wrote in the exemption referred to above. But who is to judge the facts in each case? Certainly it cannot be the establishment itself. The Government could hardly be expected to accept the word of any establishment any more readily than it accepts the "not guilty" plea of transgressors of other laws.

Burden of proof lies on the establishment claiming exemption. Recently Federal Judge Michael L. Igoe, of the Northern District of Illinois, ruled that employers may not refuse the Wage and Hour Division of the Labor Department access to their records on the ground that they believe they are not engaged in interstate commerce. The court sustained the contention of Government attorneys that the department is not compelled to abide by an employer's determination whether he is or not engaged in interstate commerce but has the right to examine the employer's records. It would seem under such a ruling, the better plan for printers who feel they are exempt is to ask the department to examine their records and give them exemption, if deserved.

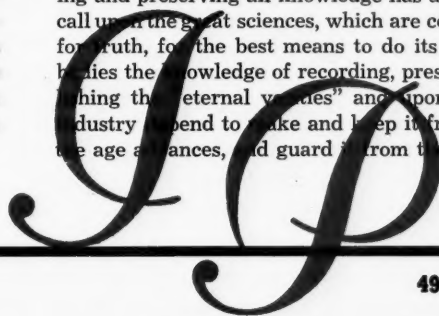
Science, the Future's Hope

EVEN WHILE THE WAR chariots of the sky are raining death and destruction in Europe, the physicists in America are separating into pure form a natural substance so powerful that one pound will yield as much energy as 3,000,000 pounds of gasoline or 5,000,000 pounds of coal. As an explosive, one pound would equal 15,000 tons of TNT. The tentative name of the new substance is U-235. The only thing that remains to be done to make it useful to man is to improve the method of extracting it from ores, and to set up a new kind of engineering for safely controlling its use.

The potency in such a probability stimulates hope in the printing industry that science, too, may come forth with some revolutionizing discovery which will bridge the gaps between the present highly competitive processes of graphic reproduction and enable the necessary evolutions to take place without any great disturbance.

The day is long past when the mere mention of science in connection with printing was met with sneers by the uninformed. The scientific principles of photography alone have advanced all three of the major processes to a point where almost anything of them is believable. The scientific principles of chemistry which have evolved the marvelous new inks have made color reproduction well-nigh perfect. Even the photo-electric cell is finding work in the print shop.

The industry on which civilization depends for recording and preserving all knowledge has a peculiar right to call upon the great sciences, which are constantly striving for truth, for the best means to do its task. Truth embodies the knowledge of recording, preserving, and publishing the eternal values, and upon truth does our industry depend to make and keep it free, advance it as the age advances, and guard it from the wrecks of time.





GRAPHIC PRESS
309 WEST JACKSON BOULEVARD
CHICAGO
TELEPHONE: GREENLEAF 3417

Out of Place

- Cooking your Sunday dinner we would be just as out of place as this man—but we really do know our way around when it comes to ideas, art work, copy, and printing.
- A trial will show you that we can reduce your production costs without sacrificing quality.
- Won't you talk with us about your next job?



WITHIN THE LAST three months demand for this advertising service has tripled. Why this sudden nation-wide popularity? Frankly, we don't know. Here's our guess.

Our first hunch is that the blotter copy and cuts in this service must fill an existing need. Second, the copy probably makes a hit because it was carefully chosen from literally scores of specimens by men experienced in the sale of printing. Third, most printers believe that advertising pays for both customer and producer. Fourth, printers want to advertise regularly but, with each hour filled to overflowing, it is not easy to find the time to work up clever selling ideas, dress them up dramatically, make layout, get the drawings and cuts.

Probably a very few who order are influenced by the low cost, this being an editorial service with the subscribers paying only for the cost of electros. Some subscribers may order partly because of attractive layouts by expert typographers.

Anyhow, not only has demand for this feature tripled, but over half of the November orders called for exclusive local rights, until forbid. These firms know the value of *regular* advertising. There are now cities spotted throughout United States and Canada, and in some foreign countries, where exclusive rights are taken.

Don't take for granted that someone else has the local rights until you find out for sure. Copyrights are held on both copy and drawing by this magazine. Ask for reprint permission on this one piece (with or without electro), or on regular use.

We charge you what the electros cost us—plus enough extra to cover the average postage and our minimum handling expense. This month's zinc comes with full allowance for bleed, yet it costs you only \$2.85. That is, of course, cash with order. If you want and can get the continuous service, future electrotypes will be billed as shipped—so long as the relationship is mutually satisfactory.

Our editorial ambition is to make this service more valuable each month. The one thing no editor can do is to rest on his oars. The monthly advertising service can be no exception. Should we slip, continuous users have only to cancel.

You see, there are no strings to this proposition: No contracts, no chargebacks. Simply write, "We would like to try your subscriber advertising service until further notice."

If this looks like a good way to make sure that your advertising is regular, is representative of your skill—yet is inexpensive—put in your order for one piece or regularly. Address us at 309 West Jackson Boulevard, Chicago.

Specimen Review

BY J. L. FRAZIER

Items submitted must be sent to this department flat, not rolled or folded, and marked "For Criticism." Replies about specimens can't be mailed

SESSIONS PRINTING COMPANY, of Sioux Falls, South Dakota.—Your new envelope and letterhead and the blotter with facsimile of business card at an angle on the left side are top-notch in every respect. The business card is realistically white with green over-printing the whole blotter otherwise. It is obvious you have facilities in type, machines, craftsmanship to serve any customer.

DAVENPORT PRINTING COMPANY, Scotts-bluff, Nebraska, has a new package label which is colorful and reasonably attractive. If types did not differ so much in shape it would be better, also if the strong blue figures did not so completely overcome the word telephone in gray underneath. Arrangement and colors are such that there's a suggestion at least of so many parts which appeal individually to the eye. Simplicity and unity are cardinal principles of layout; the former is achieved by having as few parts as possible in a design.

THE GOULD PRESS, of Atlanta, Georgia, is another to close shop on Saturdays, using an attractive card to announce the fact. In the upper left-hand corner, bleeding off at left side and top, there's a characterful cartoon of a slim fellow under a tree and beside a river reclining, apparently asleep, but with firm grip on fishing pole just the same. Picture, including ripples in water, is in a violet-blue as are "The" of the signature, and a pica wide band along the bottom. Heading is "We're Going Fishing," suitable copy following this over-printing the ripples, these along with "Gould Press" of the signature being in black.

DAHL & CURRY, Minneapolis, have an effective large envelope. "Proofs from Dahl & Curry, typographers," in three lines, appears at an angle, upward, in the top left-hand corner. "Proofs," in inch-high letters of one of the condensed bold Bodoni-like styles, is green. A parallel rule in green and black lines overlapping at the one corner appear on left and bottom, square with the type, and bleeding off at left and top. In view of spacing between lines of type and at top edge after them we feel the incomplete panel is too close to the type. The address line, with telephone number in green in the center, extends across the bottom of the envelope.

HORTON-BERNIER PRESS, of Kalamazoo, Michigan, submits a blotter of limited copy with only an initial and small star in red for ornament, but which is attractive, yes potent, largely because of skillful distribution of white space. The right distribution of adequate open space is a fundamental of good layout and

typography not to be ignored, though it is by many. Lines of the signature group in the lower right-hand corner are spaced a bit too close, surprising when one views the recognition of the value of white spaces in the piece as a whole. It's only when one checks the group closely, however, that the pushing and squeezing here evident are felt.

EFFECTIVE, colorful, modern examples of house forms have come from Michigan Typesetting, Incorporated, of Detroit, demonstrating fine craftsmanship in layout and typography, affording no opportunity, however, to make constructive

inches, folded at top, not left side. Only three lines are on the front. "Esther T. Radachy," lettered but not unlike several available heavy cursives, appears near the center reading upward at about a 45-degree angle. Leading off from the start of this line a one-half-point rule square with the world carries to the word "Typographic" set in 6-point "block" caps, the end of which is in line with the end of the angular name line. "Designer," in the same sans, appears just below and flush on the right with the other two lines. It's simple and neat as can be, yet effective with, we should say,

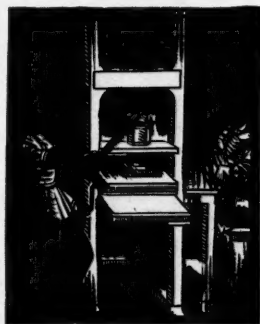
oodles of white space. Raising the front leaf, we find on the only other printed page, three, that the advertiser is a "stylist for printing," *et cetera*. Printing is in a good brown on rough stock of faint yellow hue.

THE SWIGART PAPER COMPANY, of Chicago, favored the editor with a charming brochure, "1940 A Year Of Anniversaries." Commemorated, besides Gutenberg's invention, are Juan Pablo's first printing on this continent, at Mexico City in 1540, and Stephen Daye's, who operated the first press in the English colonies here. The extension cover of light green-gray cover with a deckled right-hand edge is 9¼ by 12½ inches. On it, near the top, "1940" appears in rather slanting figures of the humanistic character, printed in green with the sub-head in a single line of Cloister caps, discreetly letter-spaced. It is "sweet." Beautiful text composition in Garamond, adequately

line spaced and with wide margins, is highly agreeable to the eyes as printed by Lewis Finch at the Cellar Press on Strathmore All-Rag Book stock. There is no squashing of the print despite the paper texture, letters are as clean-cut as if printed on much smoother stock, showing it can be done by exercising due care in each step of production.

STRESSED NOW AND THEN is the advantage of careful study of the advertising of leading papermaking concerns, not alone from the paper angle, but for ideas of layout adaptable to the work of a printer's clients. No group of advertisers offers more in that respect than do paper manufacturers, and in the forefront of

COMMEMORATING THE 500th ANNIVERSARY OF THE INVENTION OF PRINTING



Cover of booklet by Neely Printing Company, of Chicago, printed in brown and black on eggshell laid deckle-edge, trimmed 3½ by 9 inches, and tied with a leather thong matching the brown ink used. Inside pages are beautifully illustrated in similar style

suggestions. The extremely simple letter-head is powerful. In the upper left-hand corner, bleeding off, there is a green plate, reversed heavily to show outline of state of Michigan, also for four type pieces, spelling "type," which from a narrow base spread out in size at top, and extend out of map. Name in a large light-face sans and address line the same length are at right of cut, bottom of the second line being in line with bottom of cut. Excellent also is the folder, "A New World of Type For You," the innermost spread of which is largely devoted to excellent specimens of typography.

A FRESH AND NEAT business card comes from New York. Page size is 3½ by 3

Ideas • Copy • Layout • Typography



OUR Telephone Number is featured because it affords the opportunity for immediate contact with YOU, who need the utmost in Printing and Advertising, and ourselves...who are exponents of the very best in both branches of sales building...production of effective sales copy and the execution of the right type of printed matter to make your Advertising productive...a rare combination in the development of Printed Advertising...the result of many years of successful experience. Telephone, we will call promptly.

• DIVERSEY
4434

• MELTON

PRINTING & ADVERTISING COMPANY
2341 North Halsted Street • Chicago • at. Fullerton and Lincoln

Back cover of "The Melt'n Pot," 6 by 9½ Melton house magazine produced "spasmodically," is printed yellow and black on white pebbled stock. "Volume II, Spasm 8" has 8 pages with self-cover



A BIG HUSKY TRUCK That Will Make Its Own Way

In rain or shine... night or day... good going or tough, when you dispatch a Big Brute Truck you know that it will find a way or make one. Barking through mud, snow or flood, Big Brutes forge past ordinary trucks... and when the going's good they outrun 'em!

Put Big Brutes on your payroll. \$2300
Immediate Deliveries

BEN BURLEY & CO.

Two set-ups illustrating an article "So Typography is the Bunk" in "Impressions," house-organ of McCormick-Armstrong, Wichita

this great group is the Kimberly-Clark Corporation. Under the able direction of Frank L. Blake, veritable gems of layout and typography have for years been coming off the printing press. Latest are two de luxe booklets, "Preview of Kleerfect and Hyfect New 3-Star Advertising Program," and "Industrial Genius in Action." Space prohibits any attempt to describe or even name their virtues. Our ability, adequate to suggest improvement in the work of many, isn't sufficient to be of any benefit to Mr. Blake or his collaborators. We do want to suggest that if you haven't received these booklets you ask for copies at once. If you have and gave them but a fleeting glance, bring them out from hiding and study them. The reward is a liberal education in effective, modern, impelling layout—ideas you can adapt and sell in some way.

REITZ HIGH PRINT SHOP, Evansville, Indiana, issued an interesting blotter advertising American Education Week. Featured is a panel just below the heading suggesting the side view of a rifle cartridge. It is solid black for a little more than a third of the way across, the left end being rounded. Over this part the month's calendar is in silver. Two-point rules in black lead off from the top and bottom of the right side to end of measure where a vertical six-point brass rule completes the panel. Within the rectangle, where powder would, in a real shell, be contained, the day-by-day program is given, this with all other type matter except the calendar being red. Broadly speaking, three errors are evident. The heading should be larger than the signature (name of school). With all but signature in monotone type, it was a mistake to set that in the extremely contrasty Broadway-like letter. Thirdly, type matter in red on the green stock, especially the small type, doesn't read so easily. We'd suggest, therefore, two printings rather than three—what is red to be black or deep green, what is black to be copper

or brass or some warm color, even red would do the trick.

"CELEBRATING 500 YEARS OF PRINTING PROGRESS" is the title of an 18- by 22½-inch folder which is folded again to 9 by 11¼ inches for mailing. Display on the front is in black between or over the two background colors green and red-violet, which are of metallic sheen, or in reversed color in them, so, white (the stock). Text on the front is arranged off the horizontal, overprinting a strikingly shaped panel in solid green, this being flanked at sides and below by a "Gutenberg" press on the left, with figures "1440," and by a modern cylinder press and the figures "1940" on the right, signature lines appearing below all the way across. The page is striking in design but the best feature is the expert handling of the "bronze" inks by the expert craftsmen of the pressroom of the advertiser and producer, the St. Petersburg Printing Company, of St. Petersburg, Florida, which delivers New York quality. Center pages show posters advertising Florida grape juice and oranges printed from three-color plates, in one case with gloss process inks handled as well as could be. The impression customers must get is of a concern not afraid of anything, which succeeds admirably in expert accomplishment of difficult work.

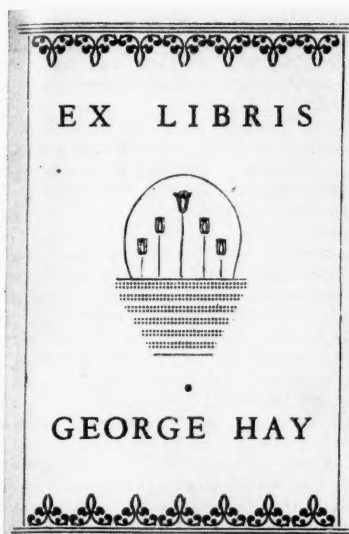
MARKEN & BIELFELD, quality printers for as long as we recall at Frederick, Maryland, submit "Nothing Up Our Sleeves," a 4½- by 6¼-inch French-style folder, which is attractive and impressive, printed in deep brown and orange on white. The title page is featured by an outlined halftone of a striking blonde drawing a white rabbit from a stove-pipe hat. The title in two lines of 30-point Caslon appears below, a string of dots leading off from the second suggests turning to the center spread. A combination rule band in orange finishes off the page, the wider member at bottom bleeding off. "We Really Have No Tricks to Show," set in

Typography for discriminating advertisers

The collaboration of typographical experts and careful supervision of production assure Weimer clients of perfect translation of advertising layouts. The constant addition of choice up-to-the-minute faces to a large library of type styles and sizes permits users of Weimer Service to style their messages in the mode of the moment.

WEIMER Typesetting Company
ONE HUNDRED TWO MURPHY BUILDING - INDIANAPOLIS
Telephone MARKET 3539 AND ASK FOR TIMON FARROW

Tasteful typography printed on a blotter 7¼ by 3¾ inches. Colors used are blue for heading and copy, "Typography" in red. The stock is "silver" coated enamel



Typographical bookplate by George Hay, Beacon Press, Sydney, Australia, is black on white and variously colored by hand for different effects according to the book in which it may be used

a 36-point swash-cap Caslon italic, spreads across the two pages, this below a 12-point rule band one-fourth inch from top bleeding off the sides. Illustrated in halftone on page 2 a Marken & Bielfeld salesman is showing a prospect samples of his company's craftsmanship in a portfolio. Appropriate appealing text is below. The main story appears beneath the two-page head on page 3. Another orange band runs across the spread about two picas from the bottom edge. Over this the slogan "Producing Printing of Unusual Merit Since 1885" appears in black. Good simple display, readable type, and judicious distribution of a liberal amount of white space are features.

WETZEL PRINTING COMPANY, of New Orleans, submits a series of its folders which Carl R. Lowe, of that organization, says have resulted in "many favorable comments on their originality, copy, and layout—and compelling color effect." We say "Amen," for that is just what we think, in fact we recall no series, and we see many, which we'd gamble upon being more certainly read through, and upon opening the door of printing buyers to the salesmen.

One's first impression is of the bright, correct coloration, aided by characterful art and impressive modern layout. General appearance is best described perhaps by that new word "oomph." It may never get into dictionaries but it means a lot, so much, we think, that if other readers of these lines don't wake up to it they'll see more and more orders going to the "Wetzel's" of their towns, or, if none, to wherever there are. Bright though the colors are, they have the "soft" look of offset, the effect being heightened by rough-textured stock on which presswork is excellent. Titles are "Bigger Than You Think," referring to the postage stamp, "Wake Up," "What Power?," "The Power of a Stamp," and "Dive Bomber Technique." Modesty forbids too much praise of ideas and copy because Wetzel's has made use of some of the series of folders available to subscribers of THE INLAND PRINTER for some years.

In most cases Wetzel's has made much larger folders and modified copy somewhat as seemed advisable.

MARAN TYPOGRAPHERS, of Baltimore, have done another outstanding thing, a folder with unique features for Castberg's, Washington jewelers. It folds for mailing to 7¼ by 5¼ inches and thus folded bears no outside printing. Unfolded upward on space 7¼ by 10½ inches a striking page appears. First there is that black panel four inches square with diamond ring showing white (stock), touches of blue on the facets suggesting brilliance. Typographic display of brief copy appears below, also in gloss black, over a silversheen blue solid panel which extends to within a half-inch of the bottom of the page with equivalent side margins. This panel extends half an inch up along the sides of the black cut. All other space, outside, is covered with silversheen ink of a "gold" character. The top folding permits of black leaf extending almost an inch below the front above described. With a one-half-inch band of the blue across the bottom we have a neat effect of three color bands, white stock above the blue band of second leaf dividing it from "gold" band across the bottom



EN GARDE

Even a master of fencing must practice continually. It is one thing to develop ability—it is another thing to keep it. The same holds true in business. It is one thing to get a customer—it is another to hold him.

You think of advertising to build new business, but you cannot overlook another important function—holding the good will and respect of your present customers. If you do not do this your competitor will induce him to leave you.

A customer has somewhat of a personal interest in your advertising, so you must keep it good. It must reflect quality. It must out-shine all other advertising. The best way to accomplish this is to work with a sales minded printer.

ESTERLING PRINTING COMPANY

"Printing Planned to Bring Results."
248 WEST CONGRESS STREET • DETROIT, MICHIGAN
CA 3311

Attention-compelling illustration and copy in a magazine advertisement. Is black and lavender, 30½ by 60 picas in size. The silver "25" provides fine background color



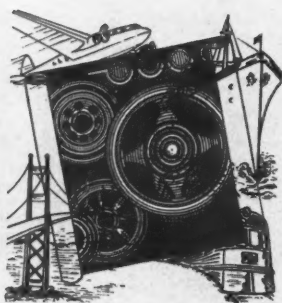
PRINTERS SUPPLIERS GUILD
OF CHICAGO

December 16, 1940

Anniversary cover by W. F. Hall Printing Company, Chicago, is silver and black on white, 6¼ by 9¼ inches type area, and effectively printed on white enamel stock



W. H. Badke, of Olsen Publishing Company, Milwaukee, designed this 9- by 4-inch blotter for Milwaukee Advertising Club. Colors are yellow and blue on white enamel coated stock



PLAN . . .

• Buildings, bridges, ships, airplanes, automobiles . . . all are blueprinted and discussed at conferences before production. The opinions of engineers and specialists are consulted to eliminate needless expense. • Your business is no different than the mightiest undertakings. Customers must be convinced that your product is paramount. Long experience in reaching the customer's viewpoint places us in a position to assist you. . . May we?

A. M. PHILLIPS - PRINTER

BUCK TERMINAL - TELEPHONE 40 - WATERTOWN, N. Y.



Well Dressed . . .

It means much today—and the dividends are recognition, distinctiveness and prestige. Sales appeals or new offerings must be presented "well dressed" to attract the eye of today's discriminating buyers—the group you want to reach. In our work, layout, type faces, the correct paper, and knowing how are at your disposal for presenting your sales appeals "WELL DRESSED"

A. M. Phillips - Printer

BUCK TERMINAL BLDG. : TELEPHONE 40 : WATERTOWN, N. Y.

Two outstanding blotters designed by A. M. Phillips in 9- by 4-inch size, and commented on in the November "Specimen Review." The upper is in blue and black on white unfinished stock, while the second is green and rose on unfinished green tint. Notice the readability from simple typography

of the front leaf. At the top of the inner spread there's a page treated something like the front, following, below there's a circular letter. Walter C. Lederer, of Maran, says that "gold was to have been the original background color, but we unsold the customer from gold to the silversheen as printed. In running we found that the silversheen inks could be run faster and with even distribution."

BERNARD J. HESS, instructor in printing in Eastwood High School, Syracuse, New York, submits the 1940 annual. In all save two respects, possibly only one, it is commendably done—divider, regular text, and advertising pages being neat and readable, if not particularly lively. The cover, however, is anything but functional, violates the modern concept of design, "Form Follows Function," something the typographer should keep in mind. After all the sole reason for print-

ing is to "talk" to those who see it. Words in type do that. Here, however, the words are not only relatively small but are so overpowered by the heavy rules—and the odd and unattractive shape they combine into—that the words are scarcely visible. To make it worse they are widely separated. Ornament, including rules, judiciously used, may emphasize the type or contribute design if it does not obtrude, but when it dominates the work cannot be considered good. Again, it is unfortunate to cover up such lovely paper with so much ink. The other weak point is not so serious. We'd much prefer to see all types of the title page in a single group somewhat above page center. With "The Sixteenth Annual" in the upper left-hand corner (close in, too), "Published by the Senior Class of 1940" in the center and "Eastwood High School" in the lower right-hand corner, the whole appears dis-

connected and unbalanced, lacking, to in force. The best work is the simplest and simplicity requires that type be assembled into the smallest number of parts or groups.

THE GENERAL FIREPROOFING COMPANY, Youngstown, Ohio, has a new catalog which starts off in high and maintains a fast, sure pace all through. Simple as can be, the cover, 8½ by 11 inches, packs a real wallop in effectiveness. It is divided laterally into halves, left of center being a soft, attractive red-violet, right of center a blue which harmonizes in hue and value, the whole made glossy after printing. Nicely placed near the top of the left-hand (red-violet) band there's a lateral oval in black, lettering, the word "Goodform," being in reverse color, where only stock shows. "Aluminum Office Seating" appears below cut in three lines of condensed "block" caps a bit more than a half-inch high, these exceptionally well printed in aluminum. The right-hand half in blue is overprinted only with three relatively small lines near the bottom, these being in condensed "block" caps discreetly letterspaced, flush at left near red-violet band. While every page is expertly handled, we must describe the characterful treatment of the right-hand pages. Basic here is the blue background seemingly printed from a plate made from an impression from some rough-textured cloth or paper. Over this large halftones of the chairs, with type, are printed in black, the blue plate being tooled out where parts of the chairs are properly white. These pages sparkle, indeed so do the purely typographical facing left-hand pages which describe the chairs.

EDGAR A. PETERSON, of Council Bluffs, Iowa, submits interesting and attractive folders and cards, most effective being the six-page folder "For Fall, 1940," featured most effectively by a simple but relatively large leaf and twig of oak, printed in dull orange, in the upper right-hand corner of the short-fold title page. Three lines of type are in the lower left-hand corner. Force and simplicity, the latter contributing materially to the former as is the rule, are cardinal virtues. Personally, we'd like less letterspacing of the third line, "1940," having it stepped to the right of the second, "Fall," as that is from the first, which is "For." The arrangement would have more life and interest than the present handling with the small figures so widely spaced out to make the line square with "Fall," which is in caps three times as large. Variable letterspacing should be avoided—oh, there might be a case in a thousand where it has an advantage for emphasis. Mr. Peterson has had his name drawn for his letterhead. That is the one sour note of the piece, although the line beneath crowds it too closely. Printers should remember that type designers draw letters better than 99 per cent of commercial artists. Mr. Peterson had a type in his case, Cloister Old Style italic, which would be infinitely better for the hand-lettered word "Peterson." Indeed, about the only advantage lettering has is that of fitting space.



Our organization has just received and executed the commission of printing the annual receipt cards for the International Association of Printing House Craftsmen. This order in itself is not a large contract of printing, but it must be the best to be had and it is from this point of view that we are proud to have the privilege of working for this group of America's leading printers



who appreciate our efforts. Printing to us is a profession, whether it be fine books or inexpensive grocery advertising, no order is considered delivered or billed unless the best principles of craftsmanship are applied.

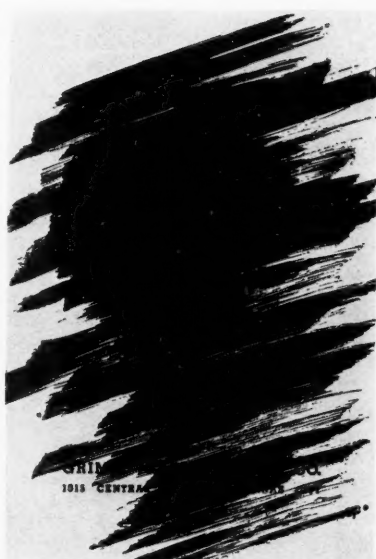
We produce the smallest order with the same fidelity as is expected of us in the most important printed piece you ever expect to buy. We're the middlemen's typographic stylists.

FREY PRINTING CO. ★ 624 E. CAPITOL ★ SPRINGFIELD, ILL.

Frey's blotter shows fine typography and copy. It is purple and black on white, 8½- by 3½-inch trim

"A.B.C., A Modern Press in Ancient Cathay" is a commendable booklet commemorating the 500th anniversary of Gutenberg's invention and promoting the business of its producer, the A.B.C. Press, of Shanghai, China. Judging from the group picture of about 150 employees, which is spread across the two center pages, and that of the building, the frontispiece, as well as inside views shown throughout, the plant is modern like the booklet. The cover is striking. There is a relatively wide green band across the top and across the bottom one of equal width—both bleeding off. The line "A Modern Press in Ancient Cathay" in sans-serif caps two picas high directly above the bottom band, touching it all along. Above there's a two-point rule touching the tops of letters. Resting on this line are three giant lower-case letters "a," "b," and "c," the ascender of the "b" coming near the green top band. Extremely simple, it is also tremendously forceful. Composition throughout is good and presswork excellent, in fact the only serious fault is with the portrait of Mr. Kersten which, on a right-hand page, faces right and out of the book. Contemplate the effect with the preceding right-hand page on which a portrait, similarly placed in the lower right-hand corner, faces left. Your booklet calendar with cover, which is bound at top, is also commendable. Approximately two-thirds of each page is devoted to a halftone of some point of interest, calendar panel being below. Leaves are perforated above the calendars for retaining pictures.

J. F. WIDMAN & SONS COMPANY, of McGregor, Iowa, issues a blotter based on

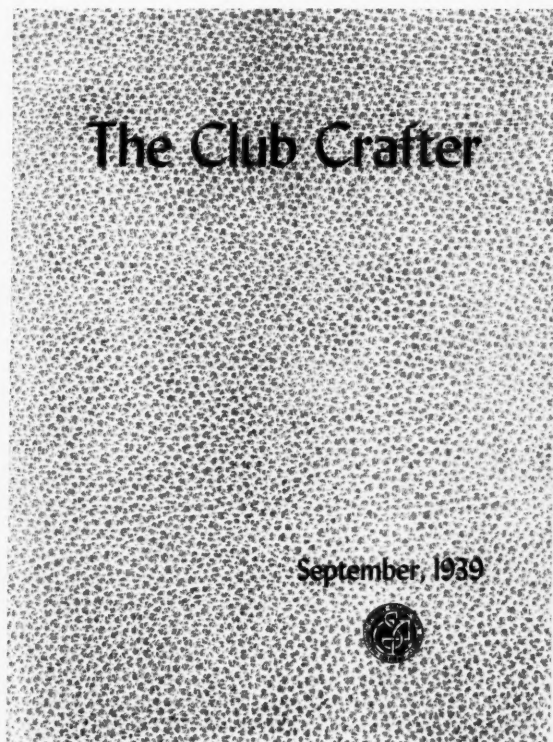


Cover of Grimes-Joyce house-organ is on a white stock. Background underlay is gray, the title is red, and signature black. Trim is 4 1/4 by 6 1/4

the modernization idea. Across the bottom, the narrow way, there's a line sketch of a tree in right foreground with an old-fashioned ox cart slightly beyond and to the right, this being dwarfed by a streamlined locomotive. It makes an excellent base. Regrettably, the typography doesn't measure up. "How," first line of display, is in center at top of waveline rule border which also extends along the sides

until it meets illustration at bottom. The word, for which border is broken, is in orange with border. The second line of display, "Styles Change," follows in the key color, blue. Somehow, we would prefer both lines in blue and border complete at top, especially because head would be grasped at a glance while as handled, part in one color and part in the other, there's confusion. Composition is too tight laterally and proportionately too loose or open vertically. The whole situation would be corrected and whitening out made more pleasing if the group of text were set a narrower measure, permitting more white space at the sides of it and taking up more space up and down as it could, because there's more space than necessary between it and the head above and signature group, also that group and calendar panel below could be set lower down. No argument is intended for equality of white space distribution, but rather for distribution not too different, a pleasing variation to be exact. Finally, we'd prefer the text group of nine lines set in roman because roman in mass is easier to read. Too, display is in italics and the variety afforded by roman body would be a second advantage typographically.

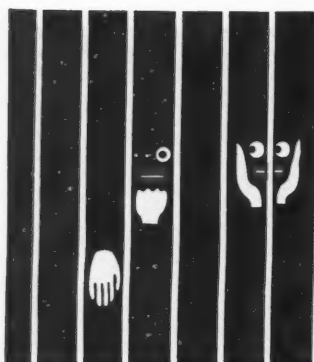
KRISSON PRINTING COMPANY, of London, England.—You doughty English! We love to pore over specimens for design, composition, makeready, *et cetera*, often frankly without going deeply into copy. But we aren't missing copy on anything from England—not these days. Outstanding in your package is undoubtedly the folder announcing the



Organ of National Student Graphic Arts Society is trimmed 8 by 10 3/4 inches, printed with tan design plate while the type and slug are black



Pre-election issue of J. W. Clement Company organ is red and blue on white stock. Trim size is 8 1/2 by 11 inches. Inside pages are in the same colors



Let Nothing BAR Your Way
to the
23rd Annual Convention
Southern Master Printers Federation
Tutwiler Hotel, Birmingham, Ala.
May 1941

*
GORDON-TAYLOR INCORPORATED
TEL. TOWNSEND 7636
185 ALBANY ST. CAMBRIDGE, MASS.
*
PRINTERS AT THE SIGN OF THE RED PALE



1940	Sept.	1940
8	M	T
1	2	3
4	5	6
7	8	9
10	11	12
13	14	15
16	17	18
19	20	21
22	23	24
25	26	27
28	29	30



Sh-u-s-s

Confucius say: BE SURE KEEP QUIET!

If plenty people find out you got fine goods at right price maybe too many orders come.

Better not take chance and call Webb man to help plan good piece sales printing. Extra business might make more income tax for Uncle...or maybe you like that.

Then call Cedar 4141

WEBB PUBLISHING COMPANY
Advertising Printing Calendar Makers
10TH AND CEDAR :: SAINT PAUL



Something ON THE BALL

BECAUSE of the many operations involved in producing its fine work, the Schmidt Printing Company has pioneered in precision automatic equipment. From composing machines, through the press room and bindery, fast action assures thrifty results. The firm's management is replete with men devoting a lifetime to their craft. The fact that this concern has grown and is still growing proves it has something on the ball. . . . Why not let us pitch for you?

Sales Personnel

- | | |
|----------------------|-------------------------|
| ● WILLIAM F. SCHMIDT | ● GEORGE A. HOCHSTETTER |
| ● RICHARD C. OAKES | ● HERMAN EGGERBRECHT |
| ● FRANK L. FENCEL | ● CHARLES J. SCHMIDT |

Four out-of-the-ordinary blotters, all of the general size 9 by 4 inches. The promotion blotter of the Southern Master Printers Federation was printed from cuts supplied by the Albemarle Paper Manufacturing Company. Colors are red and black. Red and gray are the colors in Gordon-Taylor blotter, the red being confined to semi-circular copy and stripe in shield. Webb colors are red and black, and this was printed at height of the "Confucius Say" craze. It is one of a series, all well done. The blue and black Schmidt Printing Company blotter is unique for listing the sales personnel, each representative checking his name on all blotters sent to his customers and prospects. LET THESE BLOTTERS STIMULATE YOUR CREATIVE TYPOGRAPHICAL TALENT FOR THE CREATION OF ADVERTISING BLOTTERS FOR YOUR OWN COMPANY, OR COMPARE THEM WITH YOUR SET-UP FOR THE TYPOGRAPHICAL CONTEST WHICH CLOSED JANUARY 11

company's "Annual Outing to the Zoo—of All Places." The date is not "Saturday, 20th July, 1930," or any other year. lean, perhaps, but peaceful. It is "Saturday, 20th July, 1940," Stukas and Messerschmidts to the contrary notwithstanding. Is the title page somber? We'll let readers decide. We'll build up from the first of three paintings on the 5- by 8-inch page—right-hand edge deckled, if you please. First of note, aside from type in black, is a clever relatively large sketch of a zebra in light green, stripes alone doing the job. Above this zebra, to the left of the page, a panda head appears in rose hue, the same being used for the sketch of the gazelle (maybe it's an elk) below that of the zebra, which, we neglected to mention, is very active. Rear legs are high above head. "Annual Outing" is in a horizontal line of Goudy Bold, all lower-case. The word "to" follows at a 45-degree angle upwards, "the" following that at a similar angle downward, geometry estimated. Next follows the three big letters "Z," "O," and "O," each at a different angle, widely spaced across Mr. Zebra's torso, and these letters are followed by "—of all places" angling upwards to the right. The very small date line follows, the second line of the page square with the world. Is the page funereal? We say "No." The inner spread shows the two pages with type groups interestingly shaped, other denizens of the zoo in colors beneath the black-printed type. Copy is better than the interesting aspect of the spread, and that is mighty good. It leads off with "Reminiscences: If there is one thing this War cannot do, it is to quench the spirit of K.P.L. . . . We feel certain that when Sid, Verny, and Len, on active service, receive this programme they will experience all the thrills of feeding the apes and such like frivolous frolics."

OUR GOOD SUBSCRIBER—good printer, also—the Tribune Publishing Company, of Sackville, Ontario, submits an impressive 9- by 12-inch tour brochure, "New Brunswick, Canada," which is a quality product. The cover is a striking full-color illustration of water between tree-covered hills, lettering of two lines outlined in black filled in with strong rather deep red inside. Layout in general is very good, many of the nicely printed halftones bleeding off and in view of utilizing marginal space are larger than if the margins existed. Of course, too, bleeding and consequent lack of maintained margins makes for a more interesting, lively effect. There is excellent variety in the heads, some just type, others with gray panel backgrounds, others in reverse color, some of the latter being circular in form. One fault might be found. There is sufficient open white space around every block of type matter so that lines could be spaced farther apart and text made easier to read. Even essentially text-matter pages could be leaded out more. On one of these, "Their Majesties on their visit to New Brunswick," there's oodles of space between head and text, sufficient to provide for one-point leads

between all lines and still leave enough. Rather bad spacing occurs between lines of the page head. Enforced by descender of "j" in "Majesties" there's a lot between first and second, but with the second all in caps and no descenders, the third line, also in caps, could be and was jammed up close to the second. Contemplating the head, text of which is a unit, one gets the impression of two things, the first line one, the second and third another. The two spaces should be optically even. Another head of similar character, "Fishing in New Brunswick," looks swell, almost altogether because the type lines are not crowded and spacing is uniform. On the whole the book is well done, display is impressive and halftones exceptionally well printed and no high-grade paper was used. C. C. Avard, head of the printing concern, writes that it is located in a town of 2,500 people, yet the order was for 100,000 copies of the book, requiring twenty-six tons of paper.

GEORGE ORTLEB, Deputy Public Printer, remembered the editor with a copy of the program brochure for the apprentice class commencement of the G.P.O. It's charming and impressive—the twain can meet—an inspiration, we're sure, to the ninety-six graduates, also to the hundreds of others who saw it. The forty-eight 9¼ by 12-inch pages are on heavy high-grade coated stock, the extension cover of light blue antique stock is French-folded to provide body, also to permit of an interesting feature. Near the upper left-hand corner a rectangle 3¼ by 2¼ inches is die-cut out of the upper sheet. Through the aperture thus made the emblem of the apprentices, four single types "A," "C," "P," and "O," with oak and acanthus decoration surrounding, appears printed in rich red-brown on white piece attached to the sheet beneath. "Finish" is contributed by blind-stamping a quarter-inch band around the open panel. Bow-tied with white cord, it requires but little imagination to visualize how pretty—and with size, impressive—the book is. Following the excellent title page is something very special, handled especially well. The entrance to the G.P.O. is illustrated by a halftone filling the page and bleeding off, printed in a faint blue. Out of this, in the door, a panel about 4 by 5 inches was cut for registering a reverse line-cut in brown suggesting a bronze tablet, text for which is "This is a Printing Office" by Beatrice L. Warde, of the British Monotype Corporation. Next right-hand page bears a large halftone portrait of the Public Printer, Augustus E. Giegenack, a human picture making us think of pleasant hours with Good old "Gus." His career is traced on the facing type page. Not least of the virtues of the brochure is the handling of pages with portraits and the accompanying "Who's Who" copy. There are three to a page except on the last pair on which, to even out, there are but two. Halftones of three graduates are in a vertical band, 13 by 46 picas. On the first pair of pages halftones are at outside, biographical data inside, on the next pair



New York Young Executives' official organ is in red and blue on white, and is 4 by 9 inches, a size that fits conveniently in the coat pocket and is easy to read due to a one-column make-up



Front of this Miller Printing Machinery folder is 4 by 9, white stock printed black and silver with the paper showing through for both title and rules. The combined effect is distinctive

THE BLOTTER FOR NOVEMBER 1946

When you buy printing piecemeal, here, there and everywhere, you might reduce costs in spots but you don't get a perfect figure of economy! On the other hand, Keller-Crescent's complete printing service affords you one-piece control that can be adjusted to any requirement! We're organized to map out merchandising plans. We are equipped to produce every part that goes into printed literature. We can effect, impartially, a choice of several printing processes.

Our able creative service is geared to designing everything from office forms to complete advertising campaigns. As a result, we can pinch in here, eliminate bulges there, hold down this angle, give more "umph" to that one, and generally mould our facilities to give you flattering forms of printing to fit your figure! If your sales curves are ailing, or if your printing expenditures are getting overweight—call 5146 and let us put you back in shape!

PHONE 5146

DAY AND NIGHT SERVICE

THE JENSEN PRINTING COMPANY
114 NORTH THIRD STREET
MINNEAPOLIS MINNESOTA

BRIDGEPORT 3125

MORE SALES THROUGH PRINTING

Keller-Crescent Company blotter has reverse plate in red and other printing black on 4 by 9 white stock. Similar-sized Jensen blotter uses black reverse plate on bright orange enamel-coated stock

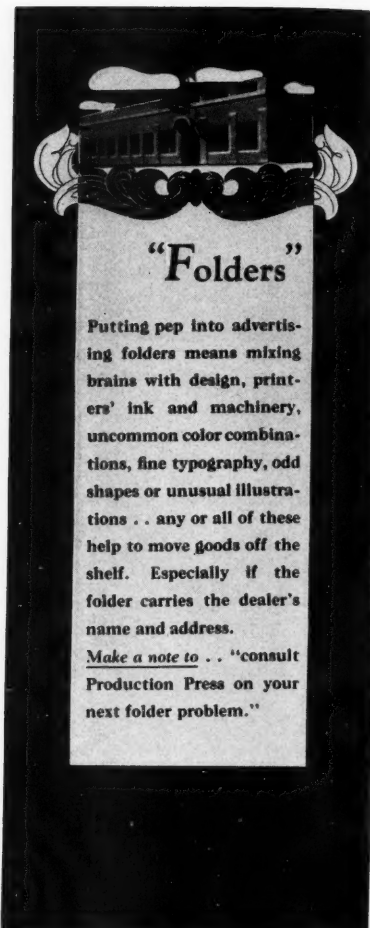
the halftones are inside, the who's who copy outside. This obviates monotony. Aside from name and department each graduate is given eight lines—democracy! Tipped to inside back cover is copy "I'm an Old Man, I guess," the set-up being that employed by THE INLAND PRINTER of January, 1940, presenting composition of a G.P.O. apprentice. We'd have been happy to receive credit on the "Acknowledgment" page, but are happy to be of service just the same.

O. H. FREWIN, of Middelburg, Transvaal, submits examples of letterheads as effectively as we've seen them presented. They come in what seems a 9-by 11½-inch case-bound book with grained imitation leather cover in tones of blue and restrained type matter finely gold stamped. A five-inch hinged extension of the back part folds inward and holds the letterheads. Recipients will doubtlessly be impressed with the importance of letterheads to the advantage of the printer as well as, of course, to themselves. All of the 23 headings are thoughtfully designed, most all effectively displayed, and are printed in suitable colors which add to effect. Those simpler ones for Breyten Intermediate School, Bostock & Company, Walter Kirby, T. S. Smith, and Electric Process Engraving Company, stand out. The first would be improved if the fine rule between the first two lines of type were omitted and the group of three were dropped a bit for better balance with emblem at left. Bostock's with simply arranged lines of light-face type and rule border bled all around in deep brown on toned stock is highly impressive. Tone contrast between type and rule creates the striking effect. We think, however, there would be no sacrifice in impressiveness and a gain otherwise, particularly more prominence for the type, if the bled border were not so wide. Kirby's would be no less effective in display and more agreeable if the heavy rule beneath the map were thinner or omitted altogether, also if the squared short lines of caps following were spaced out somewhat. Word spacing in the four small lines on the left of Smith's is too wide and irregular; indeed, this fault applies to items which space will not permit mentioning. Otherwise the essentially effective design is too tight up and down. The engraver's heading is attractive in general and would offend none, yet main lines are too tight. Avoid setting too much copy in caps, when you feel you must use them in mass, remember that lines of caps must be spaced more widely than lines of lower-case. Avoid too extensive use of rules. They may, often do, smother the type, which after all is the thing. Rules are too prominent on headings of Morgan's Garage, Ko-operatieve Handleshuis Bpg., and Alliance Building Society. In the latter, particularly, widely letter-spaced capitals are too closely line-spaced. Limitations of space do not permit mentioning the finer features of your work. Your own advertising, blotters and folders, are on the whole effective, the blotters especially.



THE J. W. FORD COMPANY
Advertising Typographers
108 WEST CENTRAL PARKWAY, CINCINNATI, OHIO

The background color plate on this 9-by 4-inch blotter is tan overprinted with brown, on white stock, the printed side having halftone finish to bring out the tooled lines on reverse panel



Advertising blotter of Production Press is pink and gray on enamel-coated white, 9 by 4 inches. The pink border brings out the gray panel copy on its finished white background blotter stock

An exhibition
of the work of
BRUCE ROGERS



at The Newberry Library
October, 1940

This French-fold announcement is printed in red and black on eggshell, 3¼ by 6¼ inches

**HOW TO GET
BETTER
ELECTROTYPES**

INTERNATIONAL ASSOCIATION
OF ELECTROTYPERS & STEREOTYPERS, INC.

Cover of booklet, described on page 85 of November issue, is brown and black, 6¼- by 9¼-inch trim

The Pressroom

BY EUGENE ST. JOHN

Questions relating to pressroom problems are solicited and will be answered by mail if an addressed and stamped envelope is enclosed

Zinc-die Paneling

Our paneling is done at present with a zinc die locked in the press and cardboard carefully cut out to fit the various shapes of this die. The cardboard is glued to the platen and a drawsheet placed over this. We would like to improve our panels and are wondering if a double thickness of your board would do the trick.

The Stewart embossing board is widely used. Probably the best practice is either to advance the platen or carry a sheet of metal on the platen, and attach your cardboard cut-out to the metal. Do not use a drawsheet (or tympan)—and secure your gages on the cardboard. You may also be interested in the electric die heater for platen presses supplied with current by plugging in the ordinary light socket.

Preventives of Slur

Enclosed is a rule form with slurring rule marked. How can I stop this slur? Printing was done on 10 by 15 platen press. Drawsheet was taut; platen as square as I could get it. Never had much trouble with slurring until I began work in this shop where the 10 by 15 is the largest platen.

Much slur is caused by forms not resting firmly on the bed of the press, being sprung in the form of an arc. Type-shoulder-high spacing material should be locked up against both sides of isolated rules if all-metal furniture, which is best, is not available. When you place form in the press, glance down between the back of the form and the bed. Note whether the form lies snugly against the bed before you clamp the chase in. If the form is arced, you may expect slur unless you correct this condition. It is important that the rules present uniform impression throughout their entire length, or sections when made up of two of them. If one end of a long rule is punching and the other end has insufficient pressure, expect slur.

After all precautions have been taken, an isolated rule still may slur,

if the tympan is loose under the clamps, if the sheet is not flat but curly, or if it is not firmly held on tympan at impression. In this contingency, you should run a string across from one gripper to the other and suspend bits of cork from twelve to eighteen points thick from this string with gummed kraft tape so that the corks fall on the sheet close to the spot where the rule slurs. Or you may cut notches in one or both grippers with a file and fasten strips of brass rule or other material long enough to extend into the space between rules in form as far as needed. Use strong string-like fishing line, wound criss-cross to hold the brass rule to gripper. The brass rule is on the under side of the gripper and exerts ample pressure on the sheet to hold it flat. This is also an excellent appliance against stripping trouble when running solid plates and sheets are inclined to stick to the plate, if coupled with reduction of the ink with a little kerosene.

Un-inked Perforations

On page 73 of your October issue, you mention a perforating device which will give un-inked perforations while the rest of the form is printing. Will you kindly send us the name of the supplier of this device?

We are sending you the name of supplier of device that makes un-inked perforations on platen presses only, and of several manufacturers of devices that make un-inked perforations, score and slit the printed sheets on cylinder and rotary presses at a right angle only to the cylinder journal.

Reverse Stereo Ink

I believe there is a paint or ink on the market which, if used to paint lettering on a special card, will serve the same purpose as a mat for printing reverse stereos. What is the comparative quality of the finished stereo?

Reports vary on results but the process has possibilities, after some practice.

Printing Oilcloth

In printing oilcloth bags we have a great deal of trouble, especially in brown, with the ink bleeding. When they are first printed, they look all right. On standing, they develop as the samples enclosed. The paper cartons are the approximate color we wish matched; that is, the dark brown, and we print the bags on an ordinary printing press.

There are surfaces on which certain inks will not take without bleeding. Whether this oilcloth bag will take a brown ink without bleeding can best be ascertained by an ink-maker. We suggest that you refer the problem to the inkmakers advertising in *THE INLAND PRINTER*, giving the name of the press being used.

Tint Strength Varies

Under separate cover I am sending to you some copies of a two-color print on coated paper. I have marked a ring where apparently there is no tint under the black. This fault seems to travel from one spot to another. The plates are made from one negative; the black is an electrotpe and the tint plate is a zinc. The theory is that there is a little shrinkage or stretch to the zinc that gives the effect that you would get in the regular two-color plates. I went into this very thoroughly and changed the forms from a four-roller cylinder to a cylinder job press, ran the tint first and then ran it over the black, changed the impression and changed the top sheets. In all cases I obtained the same results. In addition to this, after trying these plates on patent base, I had the plates backed up and made solid with electrotpe metal, with no improvement. I would like to get your opinion. The printer has put this up to inkmakers as well as papermakers. In fact, we tried four different coated stocks, always getting the same results. The rollers were new and perfectly set.

You seem to have eliminated all possible causes of the trouble except in the ink. Apparently the halftone black is printing okay. Under a glass, the halftone screen of the yellow tint is partly filled. The yellow is not covering well and has the baked appearance of an ink that is too "dry." Suggest that you try a transparent yellow lake of, say, tartrazine and

alumina hydrate, with suitable vehicle and only paste drier; in other words, a halftone yellow ink for fine screens on coated paper. It was natural to look for the cause of the trouble in the plates. Angles of the two plates should have been separated at least fifteen degrees. If two halftones are used, both should be original zinc. An ordinary electrotype is liable to stretch. The best practice on a two-color job like this is to run the yellow (now halftone) as a mezzotint.

Non-scratch Gloss Ink

We read with interest your article "Trade Tricks in Using Gloss Inks," by D. M. MacMaster. We are specialty printers and do a great deal of gloss-ink printing on label work. Although this article did not teach us anything we have not had to find out for ourselves, there is a point you may be able to help us on. In making gloss-ink labels, when the label is put on the can or jar, labels have a decided tendency to scratch or mar due to rubbing against one another in shipping. We have never been able to overcome this except by overprinting or spot varnishing. Is there any known solution to this fault with the gloss inks?

We wish to produce a higher and more durable finish to our labels than is possible with press varnishing. Please give us information on a small lacquering machine that would handle work produced on cylinder job presses.

We suggest that you consult the inkmakers advertising in *THE INLAND PRINTER* as to what has been developed along the line of non-scratch, non-rub gloss inks. Send proofs or prints of labels, sample paper, and names of presses when writing to the inkmaker.

We are sending you names and addresses of manufacturers of coating machines used to apply spirit varnish, lacquer, *et cetera*.

Ink Distribution

A question that has me puzzled is: Which of several cylinder and job cylinder presses has the best ink distribution. Each has a somewhat different inking system.

As far as we know, a test and record of the comparative inking capacity of these presses has never been made. Getting right down to practicalities: An experienced pressman and superintendent states that he rates the inking capacity of standard presses at from 50 to 70 per cent inside chase area in the case of the absolutely solid plates and governs himself accordingly when allocating heavy forms.

Coating Over Aluminum

We were very much interested in a question which appeared in the November *INLAND PRINTER*, as follows: "Will you tell me why aluminum ink becomes 'leady' in appearance under applications of varnish lacquer, cellulose acetate, *etc.*?" Judging from your answer, we do not think that you have given to this question careful consideration. Have you ever seen a transparent coating of any kind applied over aluminum ink wherein the luster and brilliance of the aluminum was not changed to a grayish color?

Several large users consider us unexcelled in the printing of aluminum and one of our best customers is most exacting in this respect. No matter how perfectly the ink is laid on the sheet, free from "rub," bone-dry, and satisfactory in every respect, we always get the same poor result when the coating is applied. We have tried many inks, various proportions of mix, large and small flakes, and varied stocks. We have had them varnished and lacquered. We have consulted with inkmakers, varnish and lacquer manufacturers. Up to the present time we have had no particular success other than the elimination of various theories one by one.

We have considered crushing or flattening the flakes during application of the coating; the different refraction of light caused by the coating; a possible chemical reaction between the aluminum and the coating or binding agent, and a possibility that the "red cast" in varnishes and lacquers neutralizes the bright, slightly bluish cast of the aluminum. We have tried a number of theories which were undoubtedly "far-fetched," but which we could not afford to overlook.

Recently, we were told by a chemist that aluminum will not flake in lacquer, but tends to become granular or powdery. So we are off again on another tack. Possibly you could give us a new angle on this, and, if so, we would certainly appreciate it, as would many others in this vicinity who are deeply interested.

So far as we have ascertained, the application of a coating over aluminum ink is in the nature of a compromise; that is some of the luster or glitter is lost to obtain the protection of the coating. Whether satisfactory or not, the compromise is used and accepted. When we speak of the change in appearance of this ink when overprinted with the most suitable varnish as "not perceptible," we are using a relative term as we would when speaking of the permanence of colored inks, regarding which volumes have been written in spite of the fact that there is no permanent colored ink.

Happily, aluminum ink, two impressions, can be firmly bonded on paper so as to withstand considerable

handling. So applied to a suitable paper, aluminum appears to good advantage and an overprint of varnish is eliminated. This is the best practice.

The problem appears principally one of optics and physics. The glittering metals get their rather strong luster from their intense reflecting power. Polished silver reflects 90 per cent of the light that falls upon it, while glass at perpendicular incidence reflects less than 5 per cent. Sunlight reflected from red glass, or blue, remains white but when reflected from gold-leaf it is yellow. This shows that the reflection of light by some metals is selective, some varieties of light being more strongly reflected than others. The color of the metal is due to this property. The light transmitted through a thin film of gold-leaf is not yellow but green. The yellow light reflected is that also for which the absorbing power of the metal is greatest. It would appear that the application of varnish over the polished flakes of aluminum is much like "painting the lily." It serves to diminish the luster of the flaked metal by decreasing its power of absorbing light and thus its power of reflection. This power is enhanced if the film of ink is opaque, which requires the two impressions above noted.

A suitable proportion of powder in the mix is necessary because too much varnish renders the ink semi-transparent and decreases absorbing and reflecting power.

Further than this there is little to offer of a constructive nature at the moment except that two impressions of aluminum ink on coated paper yield better results than overprinting the second impression in aluminum ink over another ink or size. This is true because among pigments aluminum is not surpassed in opacity.

We promise to try to interest chemist friends in this question. In conclusion, we note that one of your customers is among the leading manufacturers of aluminum products in the world.

In passing, we note that you have tried large and small flakes. Probably the most noticeable advance in "gold" ink in recent years was the development of a method for obtaining finer powder. While this improved the coverage, yet it somewhat diminished the luster of the powdered brass.

Odd Shaped Label Dies

For several years we have been printing the enclosed labels by hand. It is quite impossible to produce any quantity of these economically without an automatic machine. To obtain a printing press that will do the imprinting of these types of labels—that is our greatest problem. We had an automatic press demonstrated for us but the demonstrator was unable to get satisfactory results. Have you any suggestions?

There are several makes of automatic presses satisfactory for this sort of work. The important requirement is that each lift must be thoroughly rolled and winded so that separation is not difficult. Even hand feeding is difficult if the lifts are not winded thoroughly, because previous operations cause the labels to cling together. It is not reasonable to expect an automatic feeder of any type whatsoever to equal the human

thumb and fingers in separation under unfavorable conditions, and continuous feeding is not easy if separation lags or fails. With this information, your demonstrator should do better next time. You might also have other automatic presses demonstrated and judge by comparison which suits you best.

Spot Carbonizing

I would like to have all the information you can furnish on spot carbon work. We have done some of this work for a number of years but haven't had the success with it that we would like.

You will find the subject of spot carbonizing discussed on page 71, September, 1940, issue of THE INLAND PRINTER. It is important that you inform the inkmaker regarding press to be used and what kind of paper is to be carbonized.

Facts on Type Washes

I would like to add a few facts about type washes recently published in THE INLAND PRINTER. Here they are: Soda solutions are slow evaporating but do not possess the dangerous properties of benzol and naphtha, which on the other hand are quick to evaporate and highly inflammable. Carbon tetrachloride is satisfactory as a type wash and, although not quite as good as some commercial washes, it does a creditable job.

Do not make the mistake, however, of using carbon tetrachloride for washing rubber rollers or plates, as this will cause the rubber to swell tremendously. A rubber band, eraser, or finger will swell to several times its normal size if it is allowed to remain in carbon tetrachloride overnight.

Carbon tetrachloride is non-inflammable and is used commercially in fire extinguishers and as paint and varnish remover. Hence carbon tetrachloride serves a dual purpose in the shop and by changing from naphtha or benzol to it, fire hazards can be eliminated and possibly reduce fire insurance.

With all of which we are in accord. Thirty-four years ago we noticed a friend, now an ink manufacturer, using carbon tetrachloride to wash up presses in the proving room of a dry-color manufacturing plant. He recommended carbon tetrachloride as the best detergent, everything considered. He also pointed out that it was generally used in the textile and other industries as it is non-inflammable and non-combustible.

It should not long be left in contact with rubber. It is used to make rubber cement and will dissolve rubber heptachloride. Carbon tetrachloride is hard to beat but is quite costly compared with the efficient but dangerous naphthas, and other detergents, both effective and dangerous such as acetone and amyl acetate (banana oil). Acetone is widely used in paint and varnish removers and amyl acetate furnishes the odor like that of bananas so noticeable in many lacquers.

Type Prints Broken

We are mailing you a copy of our daily newspaper which was printed on a 24-page fast newspaper rotary. As you can see, our problem is the appearance of gray specks in the solids. We should like to know the cause of this—whether it is in the paper, the ink, plates, or the cylinder impression adjustment.

The fault lies in the stereotype plates and it will be in order to check the type, mats, casting, metal, and temperature. Under a glass small holes may be seen in the print of the solids, a reproduction of holes in the printing surface of the plates.



"In the Days That Wuz"—Yesteryear's Tourist Home

Cartoon by John T. Nolf, Printer-Artist

BLITZKRIEG OVERSEAS NEWS

FRESH FROM THE MAILBAG

BEATRICE WARDE, gifted American writer, now advertising manager of Mono-type Corporation, Limited, wrote us recently about the joys of a night outside London: "I come for my week-ends to a rented cottage in Surrey to do a lot of serious sleeping in those wonderful inventions called Real Beds, between Real Sheets. One takes all one's clothes off at night, down here, and slips into a pair of pre-war pyjamas that seem immodestly flimsy after a woolen zip-fastened shelter suit. We luxurious hounds in this tiny village even have Individual Bedrooms. Every Friday night, just out from the big city, I keep dreaming that they've strangled the elderly gentleman who sonorously occupies the next mattress to mine; and wake up realizing I have a bedroom all to myself. After you've heard a shelterful of civilian warriors winning the Battle of Sleep, you begin to think of solitary confinement as a reward of merit. You know why the Government issued ear-plugs."

A letter received from A. H. Wadd, of John Brown (Printers) Limited, of Nottingham, tells us, "As I write, about 7:30 in the evening, a German plane is passing over. We don't know, of course, his destination nor whether he has any presents for us or not. The sirens do not wait out because of his presence, as we would live in shelters if they did. Work goes on just as usual and our private lives as well."

He also gives facts about the purchase tax which English printers feared would hit heavily all purchases of printing. He reports, "At the last moment, however, this part was omitted so that almost all printing is free of tax. The tax operates mainly on goods that might be classed as luxuries. . . . Print orders keep coming along to us although not in great volume. . . . Printers generally are trying hard to carry on, many under great difficulty. . . . Many members of the industry have been transferred to munitions work."

RESPONSIBILITY TO ADVERTISE

An English manufacturer of draperies brought out an advertising and promotion campaign and was criticized for doing so. Its reply, given in trade papers, presents three reasons why anyone anywhere should advertise regularly. First, surveys showed that the company product met an existing need (blacking out windows) so to advertise helps people of the nation. Second, continued advertising is necessary to prevent loss of investment made in previous advertising. Third, when dealers carry stocks of a company's product, advertising is the best known way to keep those moving—a responsibility every manufacturing firm owes its dealers.

USING MORE RUBBER PLATES

The English printers' *Carton Magazine* reports increased use of rubber plates for letterpress printing. Developed for anilin printing, rubber plates are finding considerable use on hard materials such as celluloid, Cellophane,

and other transparent stock. It has been found that more accuracy is needed in makeready on English rubber plates, and that so far only the coarse screens can be duplicated by this means. The magazine says plainly "it must not be inferred that they (rubber plates) can replace metal electrotypes and stereotypes for all purposes."

GOVERNMENT POSTERS

A series of 25- by 39½-inch posters has been issued by the Department of Information in New Zealand and Australia. Each of these is by a different artist and run by a different printer. All are reproduced by offset. Their purpose is to show that national strength lies in breadth of natural resources and in all the great industries which are adaptable to war production. For example, one poster shows a sheep-shearing scene with copy, "Do you know that Australia is the world's greatest exporter of wool, and also supplies wheat, meat, dairy products, fruit, and valuable metals; that aircraft and munitions are now being mass-produced in Australia? These are sinews of war."

The English Government printing buyers are not prejudiced for offset, as evidenced by some fine examples of poster work which are being used for recruiting in England. These are all by letterpress.



London Times Building showing serious damage done during an air raid. Nevertheless that day's paper came out as usual, a feat which won praise from the Prime Minister

SPLINTER-PROOFING GLASS

No little concern has been voiced by manufacturers because of the danger from glass splinters from air raids. Criss-crossed gummed paper was tried but found to shut out too much light, and also was none too effective. Boarding up the windows made them useless. Some clever chemist discovered a solution which is transparent, heatproof, and waterproof. It holds the glass together even if a window is shattered badly. The liquid plastic is painted both on the glass and on the surrounding frame. It is effective within thirty-six hours of application.

"Well, we're getting on with this Hitler business, aren't we? What about legitimate business though? Ought to be better. Still, could be worse."



Suppose my idea of a new Intertype is knocked out—and with it that output, as big as Coering, that I'd got enthusiastic about. Working costs are as little as Mussolini. Type as true to height, as is Goebbels' propaganda true to type. Faster corrections, no separate type casting, lightning make-up. . . . won't I get a Modern Intertype as soon as this war is over!"



Have you GOT to wait till then?

Modern Intertype

Intertype Limited, Head Office and Works, Farnham Road, Slough, Bucks.

Advertising to printers during wartime shows irrepressible English humor with sales punch

Intensity of bombing has made it necessary for some London firms to change business addresses for safety and for continued operation without undue interruptions. The British Federation of Master Printers, for example, has set up emergency offices in the basement and now, although quarters are crowded and inconvenient, business goes on as usual even during an air raid.

Organizations in the printing industry have agreed that the matter of leaving work during an air raid, or staying on the job, is something to be decided by vote of employers and employees. If they go to the shelters, the employers pay one-half of the hourly rate for time so lost. In newspaper shops especially, no interruptions are accepted, as a general rule. Presses and linotypes have been shifted to the basement and during a raid the editor and staff move down and carry on despite noise of production. Editions are often late but seldom stopped, a truly remarkable achievement.

THE IRISH PRINTER SUSPENDS

An old overseas printing publication which was doing a fine job of trade publishing, *The Irish Printer*, has found itself in the position where so many advertisers were forced to cancel schedules that publication had to be discontinued for the duration of the war. This was attributed to "various war restrictions and general dislocation of trade."

London Printer Describes One Year's War Trials

By EDGAR D. WARD

● NEVER BEFORE has the printing trade of England had to face up to such an appalling set of conditions as have developed since the outbreak of hostilities on September 3, 1939. That developments would be very different from those operating during the war of 1914-18 was in large measure most confidently anticipated.

To meet the conditions which were expected, the officials of the British Federation of Master Printers (representing all the master printers in the kingdom), the Newspaper Society (representing the daily and weekly newspaper proprietors outside London), and the Printing and Kindred Trades Federation (representing sixteen unions with their 216,000 members) met in the latter days of August. They speedily arrived at the War Emergency Agreement, the main clause of which provides for the working of short time by arrangement between the management and chapel of each printing office.

That this document represented a far-seeing vision was proved by the fact that with the declaration of war on September 3 the printing trade of the country came almost to a standstill. Mail during the following week was full of cancelations. News-

papers suffered with the rest of the trade. Had it not been for the Emergency Agreement—the newspapers made their own but similar arrangements—dismissals would have been on a wholesale scale. Every printing office in London (outside of the official Government printing works and those few firms which were rushed with Government orders) were on short time.

To escape the effect of an aerial bombardment, that was universally expected within a few hours of the declaration of war, many of the larger commercial concerns and a multitude of smaller ones moved—lock, stock, and barrel—from London and the important industrial centers to the provinces. Large mansions, many of them unoccupied for years, suddenly found themselves of marketable value. Country estates were taken by insurance and banking corporations. All these developments meant that the printing buyers were no longer to be found at their usual haunts of business.

Triumph of the Nazi hordes in Scandinavia brought further difficulty. Supplies of papermaking material were suddenly stopped, and Great Britain was faced with a different kind of problem. If printing orders were forthcoming, could they be executed? Happy was the manager who could point to heavy stocks of paper in his warehouse. He at least was safe—for a while, at any rate. He had an advantage which not even his keenest competitor (without stocks) could hope to overcome. A limited supply of wood pulp still comes to us from the United States and Canada, but the whole of it amounts to barely 10 per cent of the tonnage usually received from Norway and Sweden. Esparto grass imports are also stopped and stocks in this country amount to about 10 per cent of a normal year's supply.

Faced with the prospect—an almost certainty—of very severe shortage, the daily newspapers had come to an agreed rationing scheme in the early days of the war. The allowance has been gradually reduced till

Bombarded Printers

● WITH BOMBS bursting day and night in many cities of England, the question may arise as to what printers are thinking about. Here are reproduced three items that may give an inkling to the readers of THE INLAND PRINTER. These items, which appeared in succession, were copied verbatim from page 180, October issue, *Members Circular of British Federation of Master Printers*:

Emission of Smoke—Members who have coal-or-oil-consuming furnaces are urged in the national interest to communicate with the Local Authority, Factory Inspector, or Smoke Abatement Officer, if he has not already been in communication with them. They should inquire of him what his desires are under the Home Security's circular No. 211 of 13th August, 1940.

Disposal of Unexploded Bombs—The Ministry of Home Security invites the coöperation of employers responsible for industrial and commercial establishments in giving immediate notification of any unexploded bombs at their establishments to the A.R.P. Controller of their Local Authority.

Factory and Welfare Supervision—The Ministry of Labor and National Service has issued a leaflet outlining arrangements which have been made for the selection and training of personnel managers and welfare supervisors. The training consists of a special intensive three-months course. Members interested are invited to apply to the Federation for a copy of the leaflet with form of application.

Will You Help?

● Our London correspondent reports the effects of twelve months of war on English printing demand, employment, and supplies. His manuscript is typed on the back of advertising circulars and has all revisions and additions made on the original to avoid copying on other sheets. The English printers view paper waste as an enemy of craft and country.

The article ends with a suggestion to American printers who might welcome a way to aid indirectly the English cause and those courageous fellow tradesmen:

"Could you economize on your paper consumption and thus have more to export to us? Think it over... I assure you we in Great Britain will buy all paper you can spare."

it is now six pages a day for the papers of normal size, and twelve for the tabloids. This agreement was, at the request of the Newspaper Proprietors' Association, given legislative form by order of the Paper Controller.

Now that the import of wood pulp has almost stopped, attention has centered around the home-produced supplies of raw material for papermaking. Experiments are being made with any material which possesses promise of being successful as a substitute. Reeds from the lakes and waterways in the southwest of England, straw, and waste from the wood mills and wood-working shops are being pressed into service. Above

CANADIAN PRINTERS ARE BUSY

● What has the war meant to the printing industry in Canada?

A survey has been made covering Toronto, the dominion's principal printing and publishing center; Ottawa, where the federal printing bureau is located, and Montreal, the largest city. The study shows there have been substantial increases in printing orders in the majority of job printing plants, due to demands of war industries, to increased activity in retail sales and most lines of manufacturing, and to needs of Government departments.

The ink manufacturers and sales agents report an increase of 7 to 11 per cent in both color and black ink sales. Printing press sales have increased, particularly in the small automatic job press line. One distributor sold seven of these during a recent one-week sales trip to Ottawa, where most federal Government departments are working at high pressure to keep step with orders.

Montreal and Toronto job plants, small and large, report increases in business of from 6 to 40 per cent, exclusive of Government work. Some plants engaged on special contracts show higher margins of profit and greater activity than in the past ten years. These include plants serving the women's and men's clothing industry, grocery trade, automobile accessory and parts trade, cigaret manufacturers, and building materials manufacturers.

Employment in the printing and lithographing trades for all nine provinces, according to Government figures, has increased to within 4.9 per cent of union membership totals, as of October 31.

The greatest activity at Ottawa results directly from National Defense Department demands. Most of the department's printing, as well as that of other Government offices, is produced by the Government Printing Bureau, which is under the direction

of the new King's Printer, Edouard Cloutier. The plant is operating on a twenty-four-hour schedule. Mr. Cloutier, a genial French-Canadian, on October 20, succeeded J. O. Patenaude, who had been King's Printer for 52 years. Much of the work the bureau turns out is bilingual.

Among the big jobs the King's Printer has produced have been 10,000,000 forms of the National Revenue department's special war tax levies, 400,000 two-color forms for passport applications, 30,000 forms for National War Service registration, and millions of forms and bulletins for the various branches of the National Defense services, the army, navy, and air forces.

One item that has taxed the capacity of the Government Printing Bureau has been printing of most text books and instruction publications required by training depots of the Empire Air Training Plan. This has been the greatest single supply job of the bureau. War-time regulations make it impossible to quote actual production figures, but it is well known that some of the work has to be given to outside printers.

The problems of the King's Printer have been at times exceedingly difficult, particularly in the distribution of outside contracts. The speed with which the printing jobs for war purposes have had to be turned out, complicated by the bilingual texts in many instances, has necessitated the employment of hundreds more top-notch union printers, and the installation of the most modern typesetting and press equipment to meet the increased load. It has been the policy of the new King's Printer to distribute the work available to outside plants as fairly as possible. The demand for speedy delivery has made allotment of orders to Ottawa, Montreal, and Toronto plants a serious problem. Close coöperation of printers and Government is a watchword.

weighed in with the firm's contribution. It is hoped that by separating this special amount from the waste usual in a printing office to provide proof of extra effort, and thus persuade the Paper Controller to grant extra rations in proportion to the waste turned in.

As yet, however, the Paper Controller is adamant. He says it is impossible to augment supplies without using up reserves. "If you have it to-day," he says in effect, "you cannot have it to-morrow." One good thing must result from this salvage drive; many tons of junk has been cleared from attics, bureaus, and cupboards, and many a home will be brighter and cleaner for a clear out.

On the financial side, the losses are extremely heavy, both for the employer and the operators. Publishing firms having their own printing offices have had to close down many of their publications, in some cases amalgamating two or three similar journals for the duration of the war. The Amalgamated Press, Ltd., one of the largest of periodical publishers and printers in the country, with its two large print shops in London, has stopped separate publication of over fifty of its periodicals. Several of the smaller firms and minor periodicals have withdrawn from business.

If this procedure has meant financial strain to master printers, it has resulted in very serious personal loss to employees. It would take too much space to give figures of even the more important trade unions. Let the London Society of Compositors suffice as an example. Usually this society with its 12,500 active members in the London area, has a small balance on the right side of its annual statement. At the end of 1939, including only four months of war conditions, it finished with a deficit of £52,000 (\$260,000). Its unemployment figures, usually about 300 a week, jumped September 16, 1939, to 1,104, reaching 2,143 by the end of the year, the payments amounting to £81,391 (over \$400,000), nearly double the amount paid out in 1938. Severe cuts had to be made in benefits. Superannuation allowances were reduced from 36 shillings (\$9) and out-of-work pay from 37 shillings (\$9.25) to 30 shillings (\$7.50) a week each, while a levy of 6 shillings (\$1.50) a week was imposed on all members working full time. This levy was in addition to the ordinary

all there has developed a drive to save waste paper—a drive which has been taken up by all concerned, printers as well as Government departments and local authorities.

Printers have endeavored to persuade the Paper Controller to grant them extra supplies of new paper in return for the waste collected. To

show how much they can do, and the earnestness with which they are tackling the job of salvage, the Joint Industrial Council of the Printing Trade has organized a scheme, with the encouragement of the Paper Controller, under which employees are urged to bring all waste paper from their homes so that it may be

subscription of 7 shillings sixpence (\$1.90) a week paid on the minimum wage of 4 pounds nine shillings (\$22.29) a week, making the union dues 13 shillings sixpence (\$3.40) a week for each member.

At a meeting held August 10, it was reported that for the half-year ending in June a total of £58,754 (nearly \$300,000) had been paid out in unemployed benefit during the first six months of the year. The number out of work ranged from 1,923 on the first Saturday in 1940 to 1,485 on June 29. An analysis of the present position of the members showed that 7,313 were then fully employed (roughly half the total active membership). A total of 1,495 are completely unemployed, with 614 out of the trade (mostly on munition work) and 756 others in H. M. Forces or on full-time civil defence duties.

Such, then, in brief survey, are the conditions of the printing trade of Great Britain during the past twelve months of war. It is now the shortage of paper which is the big problem. All sorts of economy are being exercised.

We are determined to see the job through to success, and threats of invasion leave us unmoved and unafrighted. We have no doubt at all as to the result. Freedom and security will be re-established, and we in Britain rejoice to know that we have the heartfelt sympathy and best of good wishes of our brother craftsmen in the Americas.

Important Events Give Homage to Franklin as a Truly Great Printer, Statesman, Citizen

● JANUARY marks the birthday (on the seventeenth) of Benjamin Franklin, patron saint of American printers. This is recognized by THE INLAND PRINTER in this month's frontispiece.

The week of January 13 has been set aside as "Printing Education Week." Celebrations and literature honoring Franklin as "America's outstanding apostle of democracy" are being sponsored throughout the nation by groups of printers and by many firms individually. During the past year printers have backed other important events which served to keep the name of our great tradesman fresh in the minds of the nation.

One important recent honor to our patron saint was dedication of Printing House Square, New York City, on September 16, 1940. This is the only square in the city dedicated to an industry. It will now be marked on city maps to locate this printers' shrine, in the center of which is the statue of Benjamin Franklin erected January 17, 1872.

During the dedication, a plaque, naming the square, was unveiled, as were also street markers. Speaker of the occasion, Arthur T. Robb, editor of *Editor and Publisher*, said significantly, "Within the sight and sound of the ground where we now stand, courageous men two centuries ago



New street signs on Printing House Square, New York City, site of Franklin's Statue

planted the seed of free speech and a free press, wielded the printed word in the cause of liberty, even suffering persecution and imprisonment to establish their ideals. . . .

"The freedoms that were born and nourished on this spot two centuries ago were not passing dreams; they were the realization of unspoken hopes that mankind has cherished for centuries. They were brought to vital being here. Their flame has been kept bright by scores of honorable and patriotic men who labored here. That flame must never be dimmed."

During the ceremonies it was brought out that Franklin, when a runaway printer, sought in 1723 the advice of William Bradford about



Committee of Arrangements at unveiling of bronze pavement plaque by William T. DeWart, Jr., of New York "Sun" (extreme right), Arthur T. Robb, editor of "Editor and Publisher" stands sixth from right, and Ernest F. Trotter, editor of "Printing" magazine is third from right

starting a shop was advised to keep on to Philadelphia. New York City's loss was Quaker City's gain.

Printing House Square has been known by that name and in the present location since Civil War days, but not officially until the dedication. It was by general recognition that the square was selected for site of the statue of Benjamin Franklin in the year 1872.

Dedication of the square was held in 1940, since that year marked the 150th anniversary of Franklin's death, also the 200th of the founding by Franklin of the University of Pennsylvania.

The Benjamin Franklin frontispiece to this issue is the work of Herschel C. Logan, of Salina, Kansas. It is drawn by a special technique in facsimile of woodcutting in which Mr. Logan has had years of experience, developing skill which has won him acclaim for the dazzling brilliancy of highlights and vigorous massing of his blacks. His portrait of Franklin does justice to the strength of this statesman-printer.

The distinction of Benjamin Franklin is well summarized by Henry Butler Allen, secretary of Franklin Institute, Philadelphia, as follows:

"As a scientist and philosopher, he was the greatest of his time. He led as a business man and a citizen. As a statesman and patriot he was called the 'Father of His Country' until after Washington had become our first president. . . . Franklin's greatness does not lie in his material accomplishments only, great as they were; but in his example of the principles of useful living. How he planned his life is told by a sentence written when he was sixteen years old, 'Let it suffice that I now take up a resolution: To do for the future all that lies in my way for the service of my countrymen.'"

In middle life Benjamin Franklin showed his true greatness by his humility when he said, "I have received much kindness from men, to whom I shall never have any opportunity of making the least direct return. And numberless mercies of God, Who is infinitely above being benefited by our services. Those kindnesses from men, I can, therefore, only return to their fellowmen; and I can only show my gratitude for those mercies from God by a readiness to help His other children and my brethren."

BACK SHOP IDEAS

Explanations of unusual and time-saving stunts are solicited for this department and for each one used, THE INLAND PRINTER will pay one dollar on publication

Reverses With Router

Effective white-on-black plates for store names in advertisements, heavy decorative matter for posters, *et cetera*, can be quite easily and quickly made with a router. An attractive feature of this method of making plates is that curved lines and script style lettering are easiest to make.

For instance, suppose we are to make a store name-plate to fit at the top or bottom of a three-column advertisement. First, an outline of the size of the proposed plate is drawn on a sheet of paper. The store name is then lettered in, or even written in in a large handwriting, around which a novel script style lettering can be easily developed. When the design has been satisfactorily doctored up, a sheet of carbon paper is placed with the live side against the back of the sheet, and the required lines of the drawing are traced.

The drawing will now appear on the back of the sheet, in reverse, and with the preliminary error-lines eliminated. By turning the sheet over, it is easy to trace the lettering and design onto the smooth surface of a solid stereo, again by means of carbon paper. All that remains to be done now is to carefully guide the stereo plate under a router blade, writing with the blade, so to speak. The router should be set to cut to but a small depth and, naturally, a firm and steady guidance is required.

Oblong mortises may also be cut, as under the large lettering, for inserting telephone number or address in small type. Finally, the plate is sawed to the required dimensions.

In shops without a routing machine, a small power drill, of the type in which the drill shaft is laterally fixed and can be freely moved up and down, can be made to serve as a router. Simply insert a router blade and, if possible, provide a stop to fix the depth of the cut. However, wherever circumstances permit, it is certainly worth while to look into the possibilities of a small power drill.—A. G. Kovach.

Old Rollers Worked Okay

Two out of our four new rollers were damaged early in December. As most of the jobs that come to this shop are done in black ink, two old rollers were substituted. They produced very good results.

But the unexpected happened—a letterhead order requiring aluminum ink on the rule work, the wording in black.

The rollers were washed up thoroughly and white ink distributed. After spending almost half a day trying to keep white streaks from appearing where grooves had been cut into the two old rollers from long-forgotten rule jobs, I was so disgusted that, when 5 o'clock came, the press was left not "washed up."

Next morning, instead of washing the dried ink off the press, a fresh supply of white ink was put on. Results: very satisfactory. The white ink was run through to a total of 4,000; then, instead of washing the rollers, after the disk had been washed, surplus ink was removed by running them over sheets of paper.

Aluminum ink was then distributed and printed over the white, making a nice, clean-looking job.—Frank L. Brooks, Topeka, Kansas.

Press Perforation

A sharp, clean job of press perforation may be obtained on any platen press by following these instructions: Makeready for perforation in the usual manner, that is, by putting bindery or adhesive tape over perforation on drawsheet, light metal sheet under tympan, or any other such procedure preferred. Then fit the press with worn-out rollers and run on a very light film of any light, wax-base oil. The job is now ready to run. The oil serves to pick up all cuttings from perforating rule, preventing it bulking under the drawsheet which results in a scoring rather than cutting action.

This method can, of course, be used for perforation as a separate process, not in a combination run of printing with perforation.—George Graham.

Know Your Law on Flags Used in Advertising

● ONE OF OUR popular magazines recently carried an illustration showing an automobile which was purported to be painted to simulate the American flag. Owners of the vehicle were arrested for alleged violation of statutes regarding use of the flag for advertising. Many printers wonder just what constitutes an infraction of the law.

To answer this question, THE INLAND PRINTER has sought legal advice. Our counsellor made no attempt to include customs and respects which are universally adopted. A list of these general practices may be obtained from almost any library or patriotic society. Any infraction of customs will not lead to arrest but might easily result in arousing ill will and loss of business. It seems wise, therefore, for every printer to first know the law, then take a few minutes to look up the customs.

Here is an explanation of legal statutes.

There is in force an Act of Congress which prohibits the use of the flag for advertising purposes within the District of Columbia. That statute reads as follows.

Section 3. Use of flag for advertising purposes; mutilation of flag. Any person who, within the District of Columbia, in any manner, for exhibition or display, shall place or cause to be placed any word, figure, mark, picture, design, drawing, or any advertisement of any nature upon any flag, standard, colors, or ensign of the United States of America; or shall expose or cause to be exposed to public view any such flag, standard, colors, or ensign upon which shall have been printed, painted, or otherwise placed, or to which shall be attached, appended, affixed, or annexed any word, figure, mark, picture, design, or drawing, or any advertisement of any nature; or who, within the District of Columbia, shall manufacture, sell, expose for sale or to public view, or give away or have in possession for sale or to be given away or for use for any purpose, any article or substance being an article of merchandise, or a receptacle for merchandise or article or thing for carrying or transporting merchandise, upon which shall have been printed, painted, attached, or otherwise placed a representation of any such flag, standard, color, or ensign, to advertise, call attention to, decorate, mark, or distinguish the article or substance on which so placed; or who, within the

District of Columbia, shall publicly mutilate, deface, defile, or defy, trample upon, or cast contempt, either by word or act, upon any such flag, standard, colors, or ensign, shall be deemed guilty of a misdemeanor and shall be punished by a fine not exceeding \$100 or by imprisonment for not more than thirty days, or both, in the discretion of the court. The words "flag, standard, colors, or ensign," as used herein, shall include any flag, standard, colors, ensign, or any picture or representation of either, or of any part or parts of either, made of any substance or represented on any substance, of any size evidently purporting to be either of said flag, standard, colors, or ensign of the United States of America or a picture or a representation of either, upon which shall be shown the colors, the stars and stripes; in any number of either thereof, or of any part or parts of either, by which the average person seeing the same without deliberation may believe the same to represent the flag, colors, standard, or ensign of the United States of America. (Feb. 8, 1917, c. 34, 39 Stat. 900).

There are Acts of Congress with regard to the registration of trademarks which provide that no mark shall be refused unless such mark consists of or comprises the flag or coat of arms or other insignia of the United States or of any state or municipality or of any foreign nation.

The State of Illinois and about half of the other states in the union have state statutes prohibiting the use of the flag for advertising purposes within the state. The Illinois Act reads as follows.

AN ACT to prevent and punish the desecration, mutilation, or improper use of the flag of the United States of America. (Approved May 25, 1907. L. 1907, p. 351.)

6. Desecration, mutilation, or improper use—Penalty. Section 1. Be it enacted by the People of the State of Illinois represented in the General Assembly: Any person who in any manner, for exhibition or display, shall after this Act takes effect, place or cause to be placed any word, figure, mark, picture, design, drawing, or any advertisement of any nature upon any flag, standard, color, or ensign of the United States or state flag of this state or ensign, upon which after this Act takes effect, shall have been printed, painted, or otherwise placed, or to which shall be attached, appended, affixed, or annexed, any word, figure, mark, picture, design, or drawing or any advertisement of any nature, or who shall, after this Act takes effect, expose to public view,

Watch Flag Customs

● If you were to print a red, white, and blue streamer, would it make any difference which color was at the top? Decidedly. Patriotic custom regarding respects due to the flag of the United States of America is that the field of the flag always is at the top, except when flown as a signal of distress. Therefore, the blue strip on a streamer, which represents the field of our flag, should always be at the top.

Another common error is to illustrate two flags with crossed staffs with the stripes gathered with a cord and drawn toward each other. Custom dictates that Old Glory should hang free and that bunting, never flags, should be used for decoration.

Care should be exercised in the use of the American flag in connection with any advertisement. There is an Act of Congress which prohibits reproductions of the flag for advertising purposes. Violations probably would be prosecuted only by adverse public opinion, which sells no goods for you or your customer.

If in doubt, check with the public library, local D. A. R., or the Boy or Girl Scouts. Handbooks of the latter three organizations contain simplified rules which are well worth reading both to protect yourself and your customer. Because of unsettled world conditions which resulted in America's new defense program, patriotic fervor is mounting surprisingly. Many future orders may call for your knowing the respects due our flag.

manufacture, sell, expose for sale, give away, or have in possession for sale or to give away or for use for any purpose, any article or substance, being an article of merchandise, or a receptacle of merchandise or article or thing for carrying or transporting merchandise upon which after this Act takes effect, shall have been printed, painted, attached, or otherwise placed a representation of any such flag, standard, color, or ensign, to advertise, call attention to, decorate, mark, or distinguish the article or substance on which so placed, or who shall publicly mutilate, deface, defile, or defy, trample upon or cast contempt, either by words or act, upon any such flag, standard, color, or ensign, shall be deemed guilty of a misdemeanor and shall be punished by a fine of not less than ten dollars nor more than one hundred dollars and costs, or by imprisonment for not more than thirty days, or both, in the discretion of the court. S.H.A. 56¼ Sec. 6; J.A. 37.214.

7. Definitions. Section 2. The words flag, standard, color, or ensign, as used in this Act, shall include any flag, standard, color, ensign, or any picture or

representation of either thereof, made of any substance or represented on any substance and of any size, evidently purporting to be either of said flag, standard, color, or ensign of the United States of America, or a picture of a representation of either thereof, upon which shall be shown the colors, the stars, and the stripes, in any number of either thereof, of the flag, colors, standard, or ensign of the United States of America. S.H.A. 56¼ Sec. 7; J.A. 37.215.

8. *Presumptive evidence.* Section 3. The possession after this Act takes effect, by any person other than a public officer, as such, of any such flag, standard, color, or ensign, on which shall be anything made unlawful at any time by this Act, or of any article or substance or thing on which shall be anything made unlawful at any time by this Act, shall be presumptive evidence that the same is in violation of this Act and was made, done, or created after this Act takes effect and that such flag, standard, color, ensign, or article, substance, or thing, did not exist when this Act takes effect. S.H.A. 56¼ Sec. 8; J.A. 37.216.

It has been held by the United States Supreme Court that a state statute prohibiting the use of the flag for advertising purposes is not in violation of any provision of the constitution of the United States and is enforceable. (*Halter v. Nebraska*, 205 U.S. 36) It can probably be said that either Congress or a state legislature may prohibit or regulate the use of the national flag of the United States and that a state has the same powers with respect to the state flag or other state insignia.

You will notice that the statutes are aimed at acts which tend to debase or to impair the dignity of the flag or other insignia. The only safe generalization that can be made is that the advertiser or printer should carefully examine the statute in effect in his particular state and govern his actions by the indicated attitude of the enforcement officers toward insisting upon strict compliance with the statute.

A recent news story reported that Thomas Read, attorney general of Michigan, ruled that all use of the American flag is banned in advertising. He is quoted, "The commercial use of such of our country's emblem is *per se* ignoble." Even if the advertising is to sell flags or flag stickers, it still is prohibited to use the flag in illustration. This applies to advertising in newspapers, or printing of circulars, handbills, and so on.

Patriotic advertising that avoids possible offense may be printed in red and blue with star ornaments.

Profits From Picture Post Cards

By T. H. JONES

● NEW CRAZES and fads can be turned to profit for the printer who can recognize their possibilities. Amateur photography is such a craze now. Its tremendous upsurge recently has opened a new road to printing profits.

At least one-third of the thirty to forty million cameras in use in this country belong to real photography fans. They take pictures of anything and everything in and about their homes, their businesses, and on trips. Now that high-speed lenses and good miniature cameras are so common, these fans take fine pictures.

What does this mean to the printer? Just this. Many of these pictures have commercial possibilities. They open an unlimited market for the sale of post cards with photographic reproductions.

The old Chinese maxim "a picture is worth ten thousand words" was never more applicable. Large companies spend hundreds of dollars for catalog artwork and halftones. The effectiveness of this advertising is attested by the increasingly elaborate nature of these pieces. But what of the small merchant whose advertising budget might not run to a hundred dollars in a whole year? He can also use the advantages of pictures. Here's a process which, if used intelligently, will enable him to compete on a more equal basis.

Here's how the plan works: Suppose a small-hotel manager wishes to send out 1,000 cards with a picture and a few lines of copy on it. He has a good clear photograph of the hotel, 5 by 7 or 8 by 10 inches (the regular

COPPER RIVETS

BY O. BYRON COPPER

- ◉ Knowledge is worth but little to the printer who lacks good judgment.
- ◉ Some printers overlook the fact that a print shop can be kept neat, clean, and orderly.
- ◉ Wise printers know that to the most valuable customer a good impression makes a good impression.
- ◉ No word of abuse for his calling was ever heard from a printer who has made himself worthy of his calling.
- ◉ Many people don't know good printing from bad; but the worthwhile customers do.
- ◉ Success comes to a printer in the degree that careful planning governs more than accident.
- ◉ The craftsman who does not love his work will never be loved for having done it.
- ◉ The printer of best credit is not the one who contracts no debts, but the one who pays his debts.
- ◉ Many printers would like to excel, but few are willing to pay the price of excellence.
- ◉ And just because you can "stick type" is no reason why you should ever feel "stuck up."

architectural size). Reproduced as a small halftone, such a picture will make an excellent print.

If the printing is done in good black ink on regular bristol post card stock and thoroughly dried, it looks like a real photograph. True, it does lack a glossy finish, but when coated with clear varnish, or if printed with good gloss ink, only an expert can distinguish it from a genuine hard-paper photograph.

A picture post card tends to "personalize" advertising for the smaller merchant. How much better it is to have the picture of a new shoe store or new shoe department than a hundred lines of type describing it. How much better to *show* a greasing service prospect a view of the garage crew in action than merely tell him.

Any new business, any business changing hands, any store opening is a good occasion for "personalized" post cards. Most of these prospects possess pictures which would make good reproductions. If not, a good picture can be had for five dollars or less from a commercial photographer.

Of course, to make a reasonable profit, the printer should run as many of these cards at a time as a full-size bristol sheet will permit. To do this he must have regular orders on hand before the run. He must sell the plan to the merchant with this in view.

One halftone can be used for any number of prints. A series of four, corresponding to the four seasons, for a department store to advertise sales and seasonal goods; a monthly series for monthly specials; or a reminder card for oil stations to replace the ordinary printed post card.

As a variation from standard items, the idea is splendid for greeting cards, wedding and birth announcements, and Christmas and other seasonal cards. Almost every family has a good picture of the home, the living room, or perhaps the fireplace. The intimacy of such a greeting card raises its warmth above that of many more expensive items.

To better envision the possibilities of such a "personalized" post card, printers might do well to visit photography classes. Almost every evening school and college conducts a class in amateur photography. The members take good pictures; they take them regularly in competition with each other; and they are eager to see them reproduced, both for commercial and for social purposes.

Where Can I Get Good Salesmen?

By ERNEST W. FAIR

● THAT IS THE question most frequently asked by every printing executive in the land. There seldom exists an over-abundant supply of good salesmen available at one's beck and call.

We have asked this question of a number of the nation's leading printing proprietors. They have explained how they go about getting new salesmen. The suggestions and experiences offered by these executives are condensed in the following:

"One of the best places to look for your new salesmen is right in your own business," one printer advises. "Look back in the plant itself or in the office . . . there are men who know all about how printing is done. They have a valuable asset to start themselves into the selling end of the business, and two out of every three such employees are ambitious to sell printing."

This is the most frequently offered suggestion of all received; in fact, nearly every executive interviewed offered this suggestion. Other plans were presented, but always somewhere in his list was this one idea.

Many point to the fact that a policy of this nature gives the firm a good reputation not only with business in general but within its own organization. The building of a firm's sales force from within its own ranks, where it is possible to do so, will nearly always heighten the morale of men working in the office and plant. This is particularly true in the printing business, for a thorough grounded knowledge of printing itself is a valuable asset to the salesman. Such a system has a further advantage in that it eliminates a great part of the time and effort needed to acquaint salesmen with the company. Also it gives the manager of the firm a much more personal opportunity to examine and study the prospective salesmen.

A second source of prospective salesmen is within the ranks of competitive firms or of allied industries such as paper houses, newspaper or magazine-space salesmen, *et cetera*.

The former is discouraged in that it results in an unhealthy situation within a given district and destroys needed coöperation between various printing firms in a given territory.

This coöperation is of more value than any one salesman, so most printers frown on outright recruiting from competitors' sales staffs although they are ever alert to snap up a good man who has resigned from a competing organization.

This situation does not exist, however, when one takes salesmen from a related line. Much of the sales technique of these men, used on their present job, can readily be applied to the printing business. They meet the same type and class of customers and often call on identical customers; thus have contacts ready-made.

Educational institutions, such as high schools, colleges, universities, and technical schools, offer another prospective source for salesmen. So also do institutions where the printing firm actually sells its services.

The printing industry has frequently looked upon college men as a poor source of prospective salesmen; but the many present top-notch salesmen who are college men have caused them to change their minds. In most instances college men have many things to their advantage.

In most cases they are men of trained intelligence and men who have acquired a great deal of confidence and ease of manner; which qualities make for good salesmen. Colleges today teach men to face problems, analyze them, and find a quick solution. The same teaching is being employed in high schools to a lesser degree. Modern education has shifted from an effort to implant "book larnin'" to the aim to teach men to think for themselves.

As a whole, college men have an advantage in that they meet people easily, can quickly get on good terms with prospective customers, and are adept at mastering man-to-man situations. This field is one that should never be overlooked when the printing manager is looking for new salesmen, particularly in those instances where the compensation is such as to attract the best type of individual.

Where firms offer a sales school within the organization and can afford to take the time to thoroughly train salesmen, sometimes the best source of supply will be in the general field—among persons who have had no previous sales experience.

Often individuals can be found in this manner. Here is how one sales manager advises going about picking men in this way:

"Look for the man who is a good mixer, who appears to be on good terms with everyone and of whom all his associates speak highly," he suggests. "There is the man most often who does not realize he has the makings of a good salesman and for that reason has never tried to sell. I firmly believe some of the world's choicest salesmen are today working in other fields of activity fully unconscious that they could be making much more in sales."

One of the best places to uncover these men is at social functions, meetings, and club affairs. At these gatherings individuals with these qualities always stand out from the ordinary group and they are seldom hard to spot.

All of the aforementioned sources are open to any printing executive seeking to build his sales force or find new salesmen. Most of them are fields ordinarily overlooked by the majority of us; fields from which the brightest talent in the business has sprung in the past. Obviously, for plain healthy growth and good will of employees, promotion from within is worth most careful investigation.

★ ★

Cost of Advertising

Did you know that the advertising for one of the best known brands of soup costs the consumer only .17 of a cent a can, and that for a well known soap costs the buyer .3 of a cent a bar? The average estimated cost, as shown by the United States Department of Commerce, is 2 cents on the purchasing dollar. A study of production figures shows that every time you pay 5 cents for advertising, you get paid 50 cents through lower costs of production and distribution, according to *Plate Makers' Criterion*.

Here is a tabulation of other advertising costs on well known nationally advertised goods, which shows that intelligent and consistent advertising pays the consumer as well as the manufacturer (or printer).

Selling Advertising		
Product	Cost	Cost
Bed sheet	\$1.75	1.0 cent
Shirt	1.95	.64 cent
Crackers10	.10 cent
Breakfast food15	.30 cent
Soft drink05	.01 cent

1939 Census Figures C Gains While Printers S

● TEN GROUPS of preliminary statistics relating to the graphic arts, released during the final days of 1940 by the United States Bureau of Census, based upon 1939 and 1937 figures, indicate an increase in establishments, a noticeable decrease of "salaried personnel" and a decrease in wage earners. Value of products aggregates about the same—varying less than two per cent in 1939 from 1937. In all of the groups of statistics, plants with annual production valued at less than \$5,000 have been excluded by the Bureau of Census, "because they account for a negligible portion of the national output." The ten separate groups of figures relate to branches of the industry classified by the bureau under the following heads: Printing and Publishing; Lithographing and Photo-Lithographing (including all offset printing); Gravure, Rotogravure and Rotary-Photogravure; Engraving, (steel, copperplate and wood), Plate Printing; Photoengraving—that not done in printing establishments; Electrotyping, not done in printing establishments; Machine and Hand Typesetting, (including advertisement typesetting); Bookbinding and Related Industries; Printing Trades Machinery and Equipment; Paper.

Figures for the printing and publishing industries show that in 1939 there were 20,968 establishments as compared with 19,348 in 1937, an increase of 620, or 8.4 per cent. The value of products as listed aggregates \$2,170,968,706 for 1939, as compared with \$2,195,223,398, a decrease of 1.1 per cent. Value added to product by manufacture in printing plants totaled \$1,477,407,264 in 1939, compared with \$1,516,180,449 in 1937, a drop of 2.6 per cent. Notwithstanding decrease in billings for 1939, an increase was indicated in payment for materials, supplies, fuel, purchased electric energy, and contract work. In 1939, this totaled \$693,561,442, an increase of 2.1 per cent over the figures for 1937—\$679,042,949.

No indication is given in the census report as to the cause for the drop in "salaried personnel" from 185,076 in 1937 to 127,211 in 1939, a decrease of 31.3 per cent. Aggregate of salaries paid to this group dropped from \$370,217,198 in 1937 to \$287,143,302 in 1939, a decrease of 22.4 per cent. However, the average annual salary was increased from \$2,000 in 1937 to \$2,257 in 1939, an increase of 12.8 per cent.

There was a drop of 27,730 in the number of wage earners in publishing and printing establishments in 1939 as compared with 1937, or 10.2 per cent. The figures were respectively, 245,006 and 272,736. Aggregate wages, however, dropped only 9.1 per cent, the figures being, 1939, \$372,145,980, and for 1937, \$409,481,693. The average wage for 1939 was \$1,519, as compared with the average for 1937 of \$1,501, an increase of one per cent.

In the lithographing industry, there were 749 establishments as of 1939, compared with 516 in 1937, an increase of 233. However, salaried personnel was reduced from 5,391 in 1937 to 5,148 in 1939. Salaries paid to this group aggregated \$15,328,775 in 1939 compared with \$15,065,161 in 1937, the averages respectively being \$2,783, and \$2,790. Wages paid to 26,000 in 1939 totaled \$37,929,201, as compared with \$33,951,799 paid to 22,533 in 1937, averages being respectively, \$1,458, and \$1,506. Both the salaried personnel and the wage earners' incomes in the lithographic branch of the industry averaged lower in 1939 than in 1937 whereas in the publishing and printing division they were higher in both groups.

The value of the products in the lithographic branch totaled \$154,394,787 in 1939, and \$129,244,274 in 1937, an increase of 19.5 per cent. Value added to the product by manufacture totaled \$96,708,353 in 1939, and \$78,513,757 in 1937. Cost of materials, supplies, fuel, purchased

Cite Litho Production Show Small Decrease

Lithographers gain 19.5 per cent while letterpress printers and publishers show drop of 1.1 per cent. Letterpress salaries rose 12.8 per cent

electric energy and contract work totaled \$57,686,434 in 1939, and \$50,730,517 in 1937.

Only twenty-four establishments operated in the gravure and rotogravure field in 1939, compared to 20 in 1937. Aggregate value of products was \$18,614,837 in 1939, and \$18,488,240 in 1937. Value added by manufacture in 1939 was \$11,371,501, and in 1937, \$10,988,992. Cost of materials, supplies and other items was 3.4 per cent less in 1939 than in 1937, notwithstanding larger billings, the aggregate for these items totaling \$7,243,336 in 1939, and \$7,499,248 in 1937. Salaried personnel in 1939 totaled 403 who drew \$1,442,202 in salaries, compared with 392 who received \$1,153,844 in 1937, averaging \$3,578 for 1939, and \$2,943, an increase of \$635. Wage earners in 1939 aggregated 2,623 who received a total of \$5,436,278, compared with 2,228 who in 1937 received a total of \$4,809,178, averaging respectively \$2,072, and \$2,203, a decrease of \$131 for 1939.

While the number of establishments doing steel and copperplate work increased from 418 in 1937, to 436 in 1939, material decreases were reported in every other item. Salaried persons decreased from 1,603 to 1,085; total salaries of these persons decreased from \$3,906,031 to \$2,562,203; number of wage earners decreased from 7,227 to 5,353, and their total wages decreased from \$9,312,350 to \$7,156,404; total billings decreased from \$26,625,218 in 1937, to \$22,163,638 in 1939; added value by manufacture totaled \$19,487,236 in 1937, and \$16,134,287 in 1939. Cost of materials and other items aggregated, in 1937, \$7,137,982; \$6,029,351 in 1939.

Photoengraving lost only 2.9 per cent of its volume in 1939 compared with 1937, the figures for the two years being respectively, \$55,619,445, and \$57,291,196. The value added by manufacture is greater proportionately than in other branches of the graphic arts, the figures standing at

\$48,257,775 for 1939 and \$50,094,713. Cost of materials and other outside items was \$7,361,670 in 1939, and \$7,196,483 in 1937, an increase of 2.3 per cent. Wage earners numbered 9,207 who received \$22,568,156 during 1939, compared with 9,707 who received \$23,605,584 in 1937. Salaried personnel dropped from 4,049 who drew a total of \$11,203,903 in 1937 to 2,603—a loss of 35.7 per cent—who drew \$8,009,450 in 1939. Number of establishments increased from 620 in 1937 to 694 in 1939.

Electrotyping and stereotyping indicated an increase in the number of establishments from 218 in 1937 to 234 in 1939. Salaried personnel dropped from 1,745 in 1937 to 1,155 in 1939, and their total salaries from \$5,136,137 to \$3,817,973. Number of wage earners dropped from 4,766 in 1937 to 4,409 in 1939, and their aggregate wages from \$9,693,946 to \$8,919,769. Cost of materials and other items increased from \$6,760,687 in 1937 to \$6,904,385, equal to 2.1 per cent. Value of products in 1937 was \$31,042,646 and in 1939, \$29,045,159, a loss of 6.4 per cent. Value added by manufacture was \$24,281,959 in 1937, and \$22,140,774 in 1939.

Machine and hand typesetting increased its aggregate billing from \$24,081,746 in 1937 to \$25,096,497 in 1939, an increase of 4.2 per cent, but number of establishments increased from 537 to 641, equal to 19.4 per cent during the same period. Value added by manufacture was \$21,360,021 in 1937 and \$22,044,421 in 1939. Cost of materials and other items including purchased electric energy totaled respectively \$2,721,725, and \$3,052,076. Fewer wage earners were employed in 1939 than in 1937, the numbers being respectively, 6,244, and 6,426. Their aggregate in wages came to \$10,424,914, and \$10,693,854. Salaried personnel decreased from 1,439 in 1937 to 1,371 in 1939, equal to 4.7 per cent, and the total of their salaries decreased from \$4,097,639 to \$3,639,855, equal to 11.2 per cent.

Bookbinding and related industries, including the manufacture of blank books, sales books, account books, and loose-leaf devices, are credited with having had 1,133 establishments in 1939 as compared with 997 in 1937, and total billings of \$102,591,313, and \$94,821,568 respectively. Cost of materials, electricity and contract work aggregated \$30,428,715 in 1939, compared with \$30,744,782 in 1937, a difference of one per cent. 25,773 wage earners in 1939 received \$29,062,627 in wages, and 25,333 drew \$28,665,439 in 1937. Salaried employees decreased from 4,332 in 1937 to 3,936 in 1939, and their salaries decreased in the aggregate from \$10,366,617 in 1937 to \$9,729,733. The number of establishments went up from 997 in 1937 to 1,133 in 1939.

Material decreases were reported by graphic arts machinery manufacturers for 1939 as compared with 1937. The number of establishments was 231 in 1939, compared with 230 in 1937; salaried personnel decreased from 3,475 to 2,262; their aggregate salaries decreased from \$7,473,214 to \$5,995,149; wage earners decreased from 13,716 to 9,376, and their wages decreased in the aggregate from \$22,377,662 to \$14,646,956. Value of products decreased from \$78,628,255 in 1937 to \$55,581,691 in 1939. Value added by manufacture was \$57,662,352 in 1937 and \$40,528,727 in 1939. Cost of materials, energy, and other items was \$20,965,903 in 1937 and \$15,052,964 in 1939.

More book paper was used in 1939 than in 1937, the total tonnage being 1,534,591, valued at \$138,846,261 in 1939, as compared with 1,510,011 tons valued at \$145,589,030 in 1937. Similarly, more writing paper at lower prices was used in 1939 than in 1937, the figures being: 594,594 tons, valued at \$83,973,218 in 1939; 578,147 tons valued at \$87,271,592 in 1937.

Several divisions of the graphic arts may wish to follow the lead of electrotypers' research organization, as reported on page 80 of this issue.

Get Finer Printing Plates From Your Engraver

By JOHN T. WRIGLEY

● THE SUCCESS or failure of a well reproduced and attractive job of halftone printing begins with placing the order for plates. The very life of the job depends upon how the order is started by the engraver. Many years' experience in handling orders for engravings has taught me that for either black-and-white or color one cannot

see that occasionally yet, but it certainly is not an agreeable way to use an automobile. The same applies to making and printing halftones.

It is only fair to say that about the only stock at the photoengravers' disposal was a highly glazed paper. It was the popular paper for halftone printing. Limited knowledge in the

art of halftone engraving accounted for that condition. Printing halftones on any other than coated stock was not considered practical. It actually was not very practical, because the halftones of the early days were unsuited to any other paper.

In recent years, progressive engravers have made a thorough study of halftone platemaking to improve results under all printing conditions. These investigations have led them into practically all the branches of the graphic arts. Not only have these engravers had to study developments in papers and inks, photography,



ILLUSTRATION "A." This is a 133-line halftone. Screens of 120, 133, 150, and 175 are best for semi-dull and coated stocks, No. 1 grade. The latter two screens require highly coated stocks of best quality



ILLUSTRATION "B." A 110-line halftone. It is best to use a screen mesh of 100, 110, and 120 for the best of the dull-coated papers, for Nos. 2, 3, and 4 enamels, and super- and machine-coated enamels

exercise too much caution. He must study the nature of each particular job as an individual job, in order to be of service to the printer who will be expected to reproduce the engraver's proofs. These years have made me feel that there is need at times, and particularly now, for a sense of responsibility to the printer.

Making halftone engravings as we used to do for a superfine coated proofing paper, and pulling proofs on hand presses as in the old days, has entirely passed. It is as far away as cranking an old Ford car—you may

Coöperation Does It

● Consult your engraver as you want printing buyers to work with you before placing an order.

Today's progressive engraver must know latest developments in papers, inks, presses, photography, electrotyping and stereotyping.

Show him the paper stock, kind of ink, and the press to be used.

Then he will know which screen to use and what tricks of the trade to employ for bringing out the effectiveness of your copy.

electrotyping and stereotyping, but all of the developments in printing equipment and production methods as well. The men who have met a changing condition and higher speed production methods have done a great service to the entire field of illustrated printing. Today we have engravers more experienced in the needs of a printer.

Those engravers who are as yet too busy or not sufficiently interested to meet the particular problem each job represents, to make the proper type of halftone for a particular printing

purpose, are certain to change their ways or go with the wind. Today as never before an engraver must feel and exercise a certain amount of responsibility towards a printer.

The most satisfactory manner of making halftones to better insure their printing properly is to furnish an engraver with a sample of the paper upon which the halftones are to print. Before the screen mesh is decided upon, the paper and conditions under which the plates will be printed should receive careful consideration. At this point an engraver's responsibility begins and there

cided upon it should not be changed. For example, if the paper to be used is to be a first quality coated sheet, an inferior quality will not substitute.

In selection of proper screen, the engraver has done only a part of his job. The most important characteristic in a good halftone plate is the amount of tone separation it has. This must be determined by the engraver and it is, I believe, the most important part of a halftone. If the copy from which the plate is to be made is a wash drawing, the artist should have put into it the necessary amount of tone separation. If he has

Simply making a halftone look like the copy is not enough. It must reproduce the copy when printed on the paper specified. How to do this best is an engraver's job. He must begin upon receipt of the order and follow through with the printer, to make halftones print satisfactorily. Let me repeat: The amount of tone separation that should be put into a halftone plate is one of the most important parts of illustrating by photoengraving and letterpress printing, and that calls for good engravings.

For those not well acquainted with the term, separation of tone, I have



ILLUSTRATION "C." This halftone is 85-line screen. One should use a screen mesh of 75, 85, and 100 lines for best possible reproductions on bonds, machine and English finish, offset, and semi-rough paper



ILLUSTRATION "D." A 65-line halftone. Screens of 50, 55, 60, 65, 75, and sometimes 85, are best for news-print and rough-surfaced stocks and covers. For stereotyped halftones, the 75 and 85 are rarely used

should be no shifting of his responsibility to the printer's shoulders. No engraver can afford to do this nor should he make a mistake more than once in his judgment of the proper screen or type of halftone best suited to the paper and press conditions as known to him.

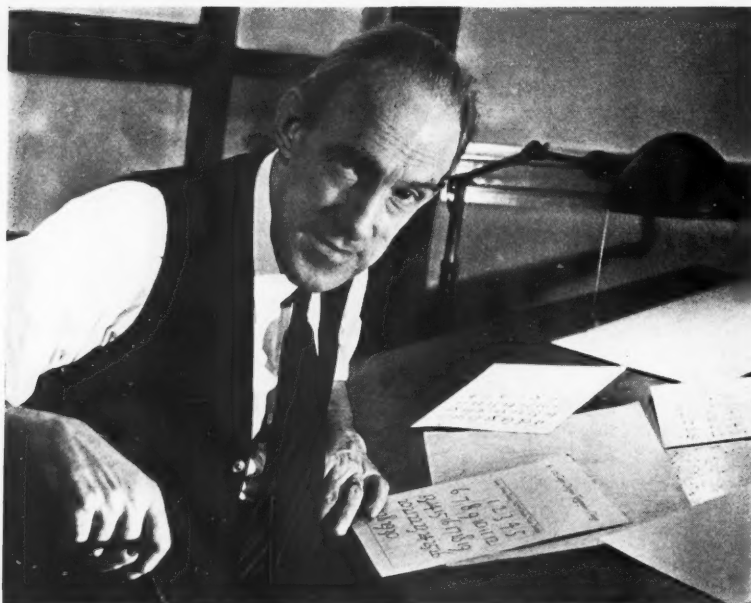
On the other hand a printer should not expect his engraver to make halftones that will give him good reproductions of his copy if he does not cooperate in the matter of paper selection, electrotypes, ink, and presswork. When the paper has been de-

not done this, the engraver must do so on the halftone plate.

If the copy is a photograph, it may or may not have enough tone separation. By studying the amount of light and shadow available and the photographic paper at his disposal, a photographer may put into his picture the required amount of separation of the tones to make it a good photograph for reproduction purposes. If either the artist or the photographer has failed to do this, it is up to the engraver to change the contrast, thus taking care of the matter.

selected an average commercial photograph to illustrate this point. The four halftones, each with different screen, have a noticeable difference in tone separation. This is more noticeable because they are printed on enamel paper. If illustrations B, C, and D, were each printed on the paper they were made to print on, all four of the halftones would then practically match each other, in contrast and tone.

NOTE—A second John T. Wrigley article will appear shortly on etching depths, electros, and stereos.—Editor.



"OZ" COOPER

Death Takes Great Designer of Rugged "Cooper" Types

● OSWALD BRUCE COOPER, widely known as designer of Cooper Black, died at his home in Chicago on December 17. Death followed an extended illness during which Mr. Cooper maintained that he simply had a "touch of arthritis" and would soon be back at his usual place in his firm, Bertsch & Cooper, advertising typographers.

To understand the rightful fame of this truly great type designer it is necessary to remember the close of the second decade in this century. The heavy Cheltenham and Cushing Antique were well on the way out. Garamond and comparative beautiful faces were displacing them. It was then that Oswald Cooper came out with an italic having imagination.

Although these faces were designed specifically as type, their genius is in a round-serif style which had been adopted by Mr. Cooper in hand lettering for quite a few years. Richard McArthur, of the Barnhart foundry, asked Mr. Cooper to work these into type forms. The Oldstyle was brought out first in 1919. Then, in 1920, the waiting typographical world was first introduced to Cooper

The title of this article is set in the well known Cooper Black and Cooper Oldstyle Italic—Editor.

Black, to which the designer later whimsically referred as "especially in demand among far-sighted printers with near-sighted customers."

His later offerings were Oldstyle Italic, Hilite, Black Italic, Black Condensed, initials, Pompeian Cursive, Fullface, ornaments, borders.

Cooper Black was best known and most used. It showed no great beauty of design in the individual characters. Its effect, however, was plain sincerity and a decorative quality. Its rugged characters made it quick to read and had attention value which made the type excellent for display. It is still much used in newspaper display after twenty years. It is interesting to note that the edition of one Chicago newspaper which carried Mr. Cooper's obituary had as its standard typography, Cooper-designed front-page "ears," a Cooper title line on the women's page, and a Cooper heading for a department in the sports section.

One good picture of the popularity of this designer's work is shown by comment of Editor J. L. Frazier in *THE INLAND PRINTER* of August, 1924: "Because of their excellence, coupled with marked individuality, the type faces designed by Oswald Cooper, one of the foremost letter artists of

America, are deservedly popular. They have attained an unusually extensive use in the few years they have been available to printers and advertisers, and, in the opinion of the writer, they are the most outstanding achievements as yet made by the Barnhart Brothers & Spindler type foundry."

Reception of advertising men is shown in the remarks of Thomas Jay Erwin, the art director of J. Walter Thompson Company, an advertising agency. Mr. Erwin said, "No one has done more than Oswald Cooper to combat ugliness in American advertising. By utilizing a simple, direct means, he helped make advertising beautiful, readable, and profitable, and has shown the folly of the flamboyance which often passes for quality. . . . It is quite conceivable that the future will place the name of Oswald Cooper among the greatest of type designers."

The dean of type designers, Frederic W. Goudy, was a friend of Mr. Cooper starting from the latter's early day in this field. At one time he wrote of Mr. Cooper, "The affection and respect I have for this sincere craftsman, whose modesty is not just a pose—it is instinctive—has persisted for nearly forty years and has increased yearly since the days when life was largely a struggle for existence for all of us who were more or less closely associated in the old 'School of Illustration.'"

Another classmate of Mr. Cooper in the same school, whose name is now well known in the graphic arts, is William A. Dwiggins. Both Dwiggins and Cooper were born in Ohio, the latter in Mount Gilead.

Oswald Cooper's schooling (grade and high) was received in Coffeyville, Kansas. Latin and algebra were so distasteful to Mr. Cooper that he quit school and went to Chicago at the age of sixteen, where he became a printer's devil in a newspaper and job printing plant. His ambition was to become an illustrator. Inspired by Goudy, he became a type designer.

A sparkling picture of "Oz" Cooper's life and character is quoted here from "American Alphabets" by Paul Hollister: "At age twenty-seven he made a partner of Fred Bertsch, who

drew ornament and 'had talent for human relationships'; the partnership endures. Object of enterprise: "To sweep up crumbs dropped by Goudy in departing from this outpost!" Result of enterprise: A first-rate calligrapher, with a hand of his own—and thus, of course, a type designer. . . . He believes with rare simplicity that a letter is 'good' or 'bad' according to whether it is good or bad, not according to whether it is light or heavy. . . . He thinks solitary and clear; he is a bad 'joiner.' He professes few friends, and would shyly deprecate the fact that he has an army of admirers. He can take his serifs or leave them—temperate Cooper."

The pen of Mr. Cooper was almost as skilled as his brush. Preserved today are many specimens of copy which show fine talent. Probably the greatest of these was a four-page folder which he wrote and designed to sponsor the Chicago chapter of Advertising Typographers Association of America. It said, in part:

"Typography, handmaiden to advertising, is not much over twenty-five, but very capable and experienced. Modest, too, claiming not more than half the credit for advertising's social, fiscal advancement!"

"Compositors had been setting type for four hundred and fifty years, and publication advertising was still a good deal of a frump until typographers came along to give her pride of appearance. . . . By 1920 'typographer' was in the dictionaries, dubiously endowed by Webster with a definition that makes almost anybody a typographer who can hold a pencil and ruler, but conveying, even when diluted, the notion that a typographer does something more than carry on typesetting as a mechanical operation. Which is exactly the point."

Oswald Cooper always had a decided liking for italic. In an interview quoted in *THE INLAND PRINTER*, he said, "Italic is so much closer to its parent pen form than the roman that freedom is almost the life of it, and readers' eyes do not resent in italic, so much as in roman, departure from regularity. I have dared for this reason to give to the italic more novelty than I gave the roman, mostly for variety in display."

R. N. McArthur, whose vision resulted in Cooper's hand lettering being made into type, is now treasurer

of Higgins-McArthur Company, Atlanta. It was his suggestions which brought out normal weight of roman ahead of the black, and to design both with the characteristic Cooper rounded serifs. While this feature resulted in a design that was considerably more mechanical than hand let-

style was cramped a little bit in making the italic workable with the round-serifed roman."

There is now in process of production, the outgrowth of a speech by Raymond DaBoll, made some years ago before the Society of Typographic Arts, a specimen book and

Quousque tandem abutere, Catalina, patientia nostra? quamdiu nos etiam furor iste tuus eludet? as Cicero said, and Caslon, and Bodoni, and Robert Bruce's Sons, and Hal Marchbanks.

Venerable phrases these, lending a flavor of erudition to generations of type specimens, and now finding themselves paraded in the vulgar panoply of an "advertising" type. Indignity! For this, Reader, is a kind of pre-view of a new face—Cooper Italic. The designer is conscious of its crudity, and of its irreverence for the best traditions. But he believes that there are enough good types already—that the need is for poor types that can be used! And since he admits this to be a poor one, there now remains to be found out only whether it is usable or not. Barnhart Brothers & Spindler are casting it in thirteen sizes, and the designer dares to hope they will sell enough to pay them for their trouble. He acknowledges with appreciation the services of Mr. Charles R. Murray and Mr. R. N. McArthur, of the foundry, in acting as godfathers to this and to the other members of the Cooper family, one of which—the Black—is especially in demand amongst far-sighted printers with near-sighted customers.

Bertsch & Cooper
Typographers
15 East Huron Street - Chicago
May - 1924

Page from original announcement of Cooper Italic. Notice the traditional Latin quotation for displaying a new type face. When sending this to the editor, Mr. McArthur expressed a belief in an opportunity in bringing out a Cooper oldstyle roman book face

tering, it made a good mate for the black roman.

Mr. McArthur tells in a recent letter to the editor, "Cooper and Cooper Black were announced about the same time. Mr. Cooper had a business to look after and could spare only occasional time for the type designing, so the Cooper Italic did not appear until 1924. In this design Mr. Cooper put considerably more of his free and characteristic drawing into the italic than in his first type. His

keepsake showing the faces designed by Mr. Cooper. Mr. DaBoll and Mr. Cooper collaborated and had almost finished the work when death took Mr. Cooper. Mr. DaBoll expects the volume to be ready for distribution within the next six months. Besides specimens of Cooper type faces, there will be articles by Frederic W. Goudy, William A. Dwiggins, Paul Standard, and Gustaf Bauman; also, as introduction, the original speech by Mr. DaBoll.

IP

BREVITIES

Stray bits of fact for craftsmen and students: nuggets of information about the industry

collected from various sources and presented here for your edification and pleasure ★

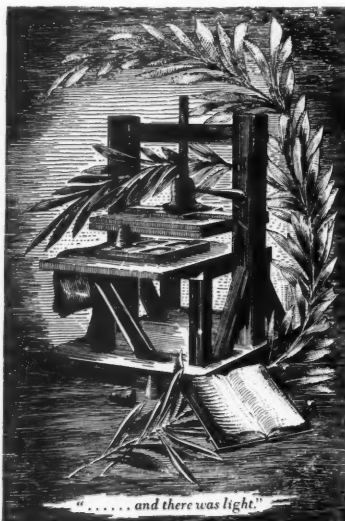
● **HARRIET MAE JUDD** is one of the few women secretaries of any printer's organization. She holds that position with the Atlanta Master Printers Club. Before she came, the Salesman's Club was in such shape that an undertaker had been called. Miss Judd arrived ahead of the mortician and set up a kitchen at headquarters. That was two years ago. The December, 1940, Club bulletin proudly states, "The attendance has averaged around 48 to over a hundred on special occasions. And do they eat. They wait on themselves, make their own sandwiches, ladle out the stew and beans. . . . Printing salesmen of Atlanta have come to know each other better during the past two years than ever before."

● **RUTHVEN K. SMITH**, secretary-manager of the Milwaukee Graphic Arts Association, issues a four-page 8½ by 11 printed monthly club organ filled full of usable ideas like this: "Recently we have had several inquiries about the federal tax on admission tickets. We are informed that admission tickets of 21 cents or more, whether taxable or exempt, must show the name of the place to which admission is charged, the amount charged for admission exclusive of tax, the amount of tax, and the date of admission (except that, under certain conditions, serially numbered tickets need not be dated)."

● **BEN FRYER**, Australian correspondent of *THE INLAND PRINTER*, reports (on a personally watermarked bond letterhead) that "difficulties are increasing in the printing business, and there is a great deal of turmoil. Wise virgins who bought paper stocks are finding themselves not so wise, Hitler's gyrations causing repercussions totally unpredictable. Restrictions on the use of paper, even when in stock, are talked of, similar to English restrictions. This will sort itself out in due course."

● **DOROTHY BEVIS**, public relations manager of the University of California Press, Berkeley, writes of her pleasure in reading the article about George W. Jones, which appeared in the November issue. Miss Bevis also was an honored week-end guest of Mr. Jones in 1936. She says she "had an unforgettable week-end at Monkbarns." While on the subject of Miss Bevis, a recent university bulletin reports that the popular University Press public relations manager gave an informal talk on the history of printing during the 500th Anniversary celebration.

● **ALBERT L. WARINGTON** took his enthusiasm and craftsmanship with him when he moved from Detroit to Dayton. No sooner had he landed in the new bailiwick than he looked up the Craftsmen headquarters and got busy in their activities. First he talked at the October meeting on dynamic symmetry. Then, he was assigned the job of designing and producing a book for commemorating the 500th Anniversary. His dummy was so elaborate that some member of the committee believed it



Frontispiece to 6½- by 9¼-inch souvenir for guests at Dayton's 500th Anniversary banquet

couldn't be done. Mr. Warington went out and started the ball rolling with a \$50 donation. Before long everyone wanted to come in, and the job finally went to press with printers and engravers vying with one another for chunks of the book to do. The resulting souvenir, with laminated covers and plastic binding, is a booklet in which the entire Dayton chapter can take just pride.

● **BOOK PROFITS MYSTERIES** are cleared up somewhat by a writer of *Collier's* who discovered that when an edition runs to as many as 2,500 copies of a volume selling for \$2.50, the author gets a 10 per cent cut out of the total sale of \$6,250. Next comes the printer with \$1,500. The publisher himself is but slightly better off, his share being \$1,625. The remainder, \$2,500, is kept by the booksellers.

● **DOUGLAS C. McMURTRIE's** book, "Wings for Words," has now been dramatized and copies may be had by writing to National Graphic Arts Education Association, 719 Fifteenth Street, N. W., Washington, D. C. Dramatization was done by Peter J. Koessler, and permission to reprint was granted by Rand McNally & Company and Mr. McMurtie, publishers and author respectively of the book. There are six characters in the play. Action takes place in four short acts beginning in Gutenberg's quarters in Strasbourg and ending in his ancestral home in Mainz. Each act is preceded by a complete description of the setting. There are few stage properties and complete script, printed in ten-point, takes just twenty-one pages. The longest act has 4½ pages of dialogue. There is opportunity here for local printers to turn amateur actors or to promote production of the play through high-school or other dramatic clubs and classes.

● **ERIC GILL**, well known English designer of types, also master artist in line engravings, wood-cutting, and sculpture, died November 17, 1940. His memory is perpetuated by his Gill Sans Serif, Perpetua, and Bunyan type faces, of which the former had widest acceptance. It was taken up by the Monotype Company of Great Britain and proved popular in all parts of the globe for both book and display work, due to its austere face designed in a clean, graceful style. His first trade was monumental lettering and inscriptions. His work won attention and his creative genius was next directed to lettering and making wood-cuts, and finally to line engravings. He was elected to the Royal Academy of Arts, London, having achieved fame in the four fields of type design, engraving, wood-cutting, and sculpture.

● **KABLE BROTHERS COMPANY**, of Mount Morris, Illinois, is a small-town plant which grew big through the quality of its printing and service. It also seems never to overlook little ways of getting new business. Like other shops, purchases are made from many different types of firms, all of which need printing. With each check goes a slip reading, "How about a little reciprocity? We make purchases from you from time to time. Our large plant is equipped for all types of letterpress and rotogravure work including house-organ, catalog, circular, and stationery printing. An opportunity to quote on your next job will be appreciated."

The Month's News

Brief mention of men and events associated with the printing and allied industries are published here. Items should reach us by twentieth of preceding month

Celebrate Golden Jubilee

Seventeen factory branches and five agencies of Sinclair & Valentine Company, in as many cities in the United States and Canada, simultaneously celebrated the fiftieth anniversary of the founding of the company, Saturday evening, November 30. It was understood by the 500 employees, as they were seated at banquet tables in so many widely separated cities, that they were the guests of Mrs. Jennie H. Sinclair, widow of the late Francis McDonald Sinclair, one of the two founders of the company, whose memory was honored at each of the twenty-two banquets.

Mrs. Sinclair attended the banquet at Cavanagh's Restaurant, New York City, in company of the firm's officers, directors, and members of the executive staff. There she was the recipient of congratulatory messages from all over the continent, and telegrams of acknowledgment were sent back to well-wishers. In attendance at this banquet were, among others, the company's president, R. R. Heywood; the executive vice-president and treasurer, A. J. Math; the vice-president, Arthur J. Mahnken; secretary, Samuel Wasserman, and assistant secretary, H. H. Desmond.

At each celebration the audience was reminded that fifty years ago, Francis McDonald Sinclair and Theodore Searing Valentine started the ink business in a small plant on Baxter Street, and on November 30 took in their first dollar—a silver dollar still preserved in the main office and plant of the company in New York City.

J. Latham Warren Dead

Funeral services of J. Latham Warren, founder of Gunthorp-Warren Printing Company, Chicago, were held November 23. He was born in New Orleans, March 16, 1867, and started as a boy in the printing business in Chicago, in 1881. In 1894, he founded the Gunthorp-Warren Printing Company and specialized in law and railroad printing. About ten years ago, the firm organized its lithographic department which has expanded because of the large volume of advertising lithography handled. He is survived by his widow and a son.

Canada Graphic Arts Rises

Latest reports of the Canadian Federal Government show that the industries composing the graphic arts had a production increase of but a fraction of a per cent during the latest year of compilation, 1938. However, during the same period there was an increase in wages of about 2.7 per cent. At the same

time there was an increase in the number of employed of 0.2 per cent.

A breakdown of production figures shows that Ontario does more than half of all printing of the dominion, Quebec does a little less than a quarter, and British Columbia comes third with 6.8 per cent. Total wages paid to all employees total \$28,375,251.

Craftsmen Plan for 1941

Plans now completed by the Baltimore Club of Printing House Craftsmen point to a banner convention of the International club when that organization is the guest of the Baltimore men in 1941. Date for the meeting has been settled by President McCaffrey for August 10 to 14.

President of the Baltimore Club, Albert Wroten, announces that committees are already at work. It is the objective of the Easterners to outdo the 1940 clinic sessions at San Francisco. Allan Robinson, of the Ottmar Mergenthaler School of Printing, will supervise clinic sessions for 1941. His plans are even now well under way.

Sidetrips for delegates have been arranged to the United States Naval Academy at Annapolis, and to the nation's capital for inspection of the Government Printing Office and the Bureau of Engraving and Printing.

Observes 55th Anniversary

Pictures three columns wide and an extra column of reader publicity were given to the Graphic Arts Industry, Incorporated, of Minneapolis, by two daily newspapers of that city on celebration of fifty-five years of organizational activity at a dinner meeting held in the Athletic Club, November 28. Reference was made in the publicity to the effect that value of the graphic arts products in that city exceeds \$35,000,000 a year, more than a third of which goes for wages and salaries.

Charles H. Jensen, president of the Jensen Printing Company, who was reelected president of the group, was presented with a watch by his fellow officers and directors. Vice-presidents elected were R. E. Haugan, manager of the Augsburg Publishing House; A. J. Walker, president of Farnham Stationery and School Supply Company; and E. G. Krieg of Krieg Letter Company. John E. Walkup, president of Walkup Typesetting Company, was reelected treasurer, and A. W. Peterson, vice-president and general manager of Berkowitz Envelope Company, was reelected assistant treasurer. Paul J. Ocken, vice-president and general manager of the organization, and Grace H. Downing, secretary, were also reelected.

Chains Push Direct Mail

Circular advertising broadsides are increasing in use in British Columbia and constitute a serious problem for newspaper publishers in many of the small towns. In these communities the largest advertisers in the past have been chain stores and independent merchants who are affiliated with wholesale organizations and are, to some extent, directed by them in their merchandising activities. These establishments are just now swinging more and more towards the use of circulars and broadsides. Printed material is supplied by the controlling wholesaler or by the head office of the chain store. In many instances it is printed in a privately owned shop in the premises of the wholesale grocer or hardware merchant or in a printing shop controlled by the company.

Strong protests by groups of weekly newspaper publishers have secured some adjustment of this situation. For example, Safeway Stores have been rotating the printing of their broadsides for the Fraser Valley area of British Columbia among the weekly newspaper publishers in the towns where they operate branches. Overwaitea Limited has its broadsides printed in New Westminster for distribution all through British Columbia, McLellan, McFeely and Prior Limited, which controls the Sunset Hardware stores, and which also has a group of stores of its own in various centers in British Columbia, uses broadsides supplied from Vancouver. This company has a large printing plant at headquarters.

Possibly one of the most serious menaces to the advertising revenue of the weekly newspaper publishers is the Red and White chain. These stores, controlled by Kelly Douglas & Company Limited, wholesale grocers, constitute independent merchandise outlets. In most cases, these stores formerly engaged in newspaper advertising. Under present arrangements they have to take a minimum quantity of circulars. The minimum in most instances provides fairly adequate coverage for the territory so that comparatively few of the grocers operating under the Red and White chain now engage in newspaper advertising.

Issues Intertype Booklet

Copies of a new thirty-two-page booklet issued by Intertype Corporation are available for the asking from any of the branches of the organization, so an announcement states. The booklet contains pictures and examples of the machine's versatility concerning its "Universal line of streamlined equipment."

Sees Direct Mail Increase

More printing will be purchased by sixty-three out of every hundred buyers in 1941 than in 1940, according to information quoted by Rohe Walter, president of the Direct Mail Advertising Association and advertising manager of the Flintkote Company, who was one of the speakers at the opening of the sixteenth national commercial printing exhibition at the Architectural League, New York City, November 25. The figures used by Mr. Walter were compiled from a survey by the Association of National Advertisers. This indicated that of every one hundred members, thirty-six expected to buy as much printing in 1941 as in 1940, one would buy less, and sixty-three more.

The national printing exhibition referred to was shown to New Yorkers from November 25 until December 7. It was then prepared for showing in other cities throughout the United States under the auspices of the traveling exhibitions committee of the American Institute of Graphic Arts, 115 East 40th Street, New York City.

Ten regional groups participated in the selection of specimens for the national printing exhibition, and these groups will be favored in the designation of cities in which the exhibition will appear. Cities included in the regional set-ups are: New York, Rochester, Boston, Pittsburgh, Atlanta, Detroit, Chicago, Minneapolis, Los Angeles, and Seattle. Other cities and organizations desiring the use of the exhibition may obtain information by communicating with the exhibitions committee of the institute.

Duplicate Plate Making

Illustrated descriptions of the supplies necessary to make rubber plates and also the comparatively new plastic plates are contained in an eight-page folder published by the Duplicate Plate Division of American Type Founders. Copies are obtainable from headquarters office in Elizabeth, New Jersey, or from any of the branch offices of the American Type Founders Sales Corporation. Examples of halftones up to the 150-line screen, molded by the improved plastic-plate process, are among the illustrations shown in the new folder.

Changes Price Level

Challenge Machinery Company, Grand Haven, Michigan, has announced a reduced price level on labor-saving metal furniture, effective only during January and February.

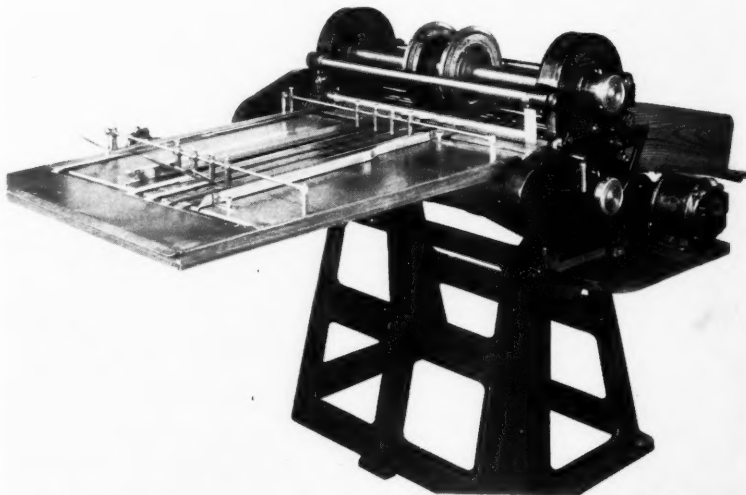
Educator Requests Aid

Copies of back issues of periodicals pertaining to the graphic arts are desired by the department of publishing and printing, Rochester Athenaeum and Mechanics Institute, of Rochester, New York, according to Byron G. Culver, supervisor of the department. The school is keeping a subject index to periodical literature on printing and needs the older files to aid students in their historical research and surveys.

NEWS OF EQUIPMENT AND SUPPLIES

A NEW SEMI-AUTOMATIC feeding mechanism, built into the Rosback Pony Rotary Round-hole Perforator, has been added to the F. P. Rosback line. By use of the new device, coupon, label, and check manufacturers, and possibly other specialty printers, may eliminate one complete operation in handling sheets between printing and perforation. The mechanism delivers the printed sheets

its brilliancy of color. This is, of course, due to the heavy glass-like surface covering which makes the undercoating stand out with striking beauty. The swatch of samples sent to THE INLAND PRINTER show the color selections to include Fire Chief Red, a rich cream, sky blue, canary yellow, jade green, and a snow white. It might be well to add that these stocks are laminated, not coated,



New Rosback Rotary Pony Perforator that takes sheets directly from press, aligns and punches them

directly from the press onto the feeding tapes of the perforator. The tapes in turn carry the sheets to side register and then through the perforating heads. The manufacturer announced that the new device cannot be attached to perforators already in use, but must be built into the perforator while being manufactured.

NEW MEMBERS of three type families have been announced by Intertype Corporation. They are Cairo Heavy du-

plex with Cairo Heavy Italic, Futura Medium with Oblique, and Garamond with Italic.

with a cellulose acetate film which is a product of the Du Pont laboratories. The manufacturer describes the colors as "non-fading." The purpose of the sheets is for beauty where there is liable to be rough handling, or inspection with soiled fingers. The acetate film is proof against dust, grease or oil, water, or alcohol. Samples show an ease of folding, and can be creased again and again without cracking. Stock of any color comes in single or double thickness, and in sizes 20 by 26, and 23 by 35 inches.

NEW IDEAL DUROTYPE rollers have been announced by Ideal Roller & Manufacturing Company. They are made of materials which have been toughened "so that they have four times the strength of the original vulcanized-oil rollers." As a consequence of the improvement, the company has announced that the guarantee on this type of roller has been increased from one to two years "against defects in workmanship and material." It is claimed for them that they have the proper suction or tack, do not melt or soften, are easily cleaned, and have other good qualities.

SPARKLEKOTE Gummed Paper is the name of a new line of products of McLaurin-Jones Company, manufacturer of gummed papers at Brookfield, Massachusetts. The new line is furnished in thirteen colors and tints ranging from

THIS PARAGRAPH is set in the 6 point size of Intertype Cairo Heavy and is duplexed with Cairo Heavy Italic 12345678 12345678

ABCD abcdefghi 123
ABCD abcdefghi 123
ABC abcdef 123
ABC abcdef 123

plexed with Cairo Heavy Italic, Futura Medium with Oblique, and Garamond with Italic.

PLASTICOLOR COVER is a new Cellophane-covered stock now offered by the Dobeckmun Company, of Cleveland. The most noticeable feature of the paper is

dark shades of red, blue, and green to the delicate ivory and primrose tints. Finish of the surface is such that it is suitable for printing or writing ink.

A NEW SERIES of Memphis Extra Bold with Gothic No. 16 has been announced by Mergenthaler Linotype Company. It

Modern man ca Modern man ca

was designed for use in food-store and similar forms of advertising, and is now available from 12- to 24-point inclusive.

Other new faces of type announced by the Mergenthaler Linotype Company are 12- and 14-point Caledonia with Bold, 18- and 24-point Spartan Black with Italic, and 18- and 24-point Spartan

Modern man cannot be
served by a tool that is ju

Modern man cannot be
served by a tool that is ju

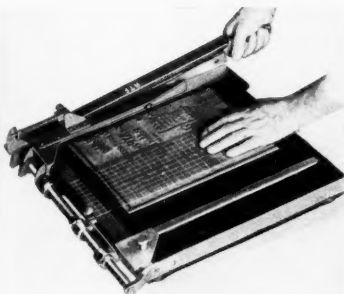
Modern man cann
Modern man cann

Modern man cannot be s

Modern man cannot be s

Black Condensed with Italic. Other sizes of Caledonia with Bold are being cut so that a complete range from 6- to 14-point will be available, designed for book and commercial printing, and for publication advertising.

A NEW CUTTER AND TRIMMER for rubber plates has been developed by the American Type Founders, and has some helpful accessories for alignment of plates for color or series. There is an adjustable



bar for squaring up, graduated to make it possible to line up cuts perfectly. Another helpful device is a transparent scale which also is adjustable to make positive color register. The cutter and trimmer is made in four sizes to correspond with the standard platen sizes of ATF duplicating machines.

Read About Latest Service for Readers

● During a year, according to a careful check recently completed, more than 1,200 printers write The Inland Printer for information on where to get this article or that. It may be an item of equipment or of some material used daily, or almost daily, made by few or by many as the case may be. It may be, and more often is, something the printer doesn't buy so often. In consequence, he is not so familiar with sources of supply as in the case of equipment, like presses, or supplies, like paper and ink, justifying regular large-scale advertising in The Inland Printer.

● The 1,200 letters are answered—sometimes after having to look up sources of supply—and, of course, gladly. The wish to serve was father to the idea which, in this issue, has taken tangible form in an entirely new type of—let's say—directory. Not every supplier of some items is represented here, but The Inland Printer is proud of the start it has made. One hundred and twelve concerns have paid for one unit or more of space in the Special Section on tinted stock to be found near the front of this issue—pages 21 to 28, to be exact—to list for the convenience of readers of The Inland Printer items of equipment or those supplies they are in a position to deliver. Several hundred items—a wide range—are included. In view of the initial—great—acceptance of the feature, The Inland Printer confidently expects to double or treble the representation in the January, 1942, issue.

● Like other features pioneered by The Inland Printer, it is possible this magazine will receive the sincerest of compliments, IMITATION. Still, the value to both users (subscribers) and advertisers will quite probably center where the existing demand was father to the original idea.

● Readers who do not retain and file all issues, as many do, are admonished to file this one under "Sources of Supply" or something which, though stated differently, means the same thing. Those who keep all issues are urged to at least REMEMBER when in the market for some item that a source of supply may, probably will, be found in this particular issue, and in the case of more widely and frequently bought items in other issues as well as this one.

● The publishers believe that readers of The Inland Printer will acclaim this new feature, remember those who made it possible. It will save time, a letter to The Inland Printer, and the magazine's reply to the reader. Remember, though, that if no source of supply for the desired item can be found in this or another issue, The Inland Printer stands ready and alert to help its subscribers. Double twelve hundred inquiries in 1941 would be welcome. However, to repeat, keep this issue handily by and refer to it and others before writing.

● Now, if you have glanced over the forward pages too hurriedly for your own good, turn back to the eight-page section on India tint stock and you'll recognize what an important issue this is to keep near at hand until next year's "Readers' Service Number" reaches you.

Form Plate Research Group

The Printing Plates Research, Incorporated, is the name chosen for a non-profit organization to be launched with stated objectives and pledged support by electrotypers on January 14. On that date papers of incorporation and by-laws will be submitted to the organizers at a meeting in Columbus, Ohio. A vote of approval will start research activities to develop "better products, new products, new applications for old products, more efficient methods,—all with the definite aim of restoring profits to an industry that is showing signs of continually decreasing volume."

The new venture is the outgrowth of thought and activities of leaders in the International Association of Electrotypers and Stereotypers. It has been realized that this trade association was not suited to function adequately in research work, and that a broader, more flexible activity might well be organized through a related association differently financed. One of the basic requirements of membership in the new group is the pledging of a subscription for each of three years, "properly safeguarded to insure the continuance of the program for at least that period."

At a meeting recently held in Columbus, Frank Kreber of that city was elected president of the new group for one year. Other officers elected were: first vice-president, Joseph Schwartz, Philadelphia; second vice-president, H. W. Lehr, Dayton, O.; secretary-treasurer, J. Homer Winkler, Cleveland. Additional directors elected were: Howard Schwarz, Cleveland, one-year term; George C. Scott, Boston, two-year term; Dennis F. Hoynes, Cleveland, three-year term. Future board members are to be elected to serve for terms which will not expire for three years.

Florida Typographer Dead

Howard Van Sciver, for many years connected with the printing industry in Florida, was mourned at funeral services in Jacksonville, Florida, Monday, December 2. He was born in Beverly, New Jersey. He attracted much attention about twenty-five years ago during his connection as head of the mechanical department of the Record Printing Company, of St. Augustine, at which time specimens of his typography were reproduced in *THE INLAND PRINTER*. During the past thirteen years he has been in charge of composing and press rooms of the H. & W. B. Drew Company, of Jacksonville.

"Great Books" Exhibit

One of the important 500th Anniversary events held during the latter months of 1940 was the November-December exhibit of great books in great editions, at the Huntington Library, San

Marino, California. This was divided into three sections: Religion, history and science, and literature. Its purpose was to include only important texts which are familiar to everyone. Selection was made on all-around typographic excellence and present state of preservation. Volumes included the works of such masters as Gutenberg, Jenson, Plantin, Bodoni, Morris, Rogers, and Updike.

The exhibit was restricted to twenty-five volumes, among which were the Gutenberg Bible and such classics as

George Ortleb Quits G.P.O.

George Ortleb, Deputy Public Printer, plans to resign from the Government Printing Office effective January 2, 1941, the date on which he reaches official retirement age for Government printers. Mr. Ortleb made no announcement about the future, although it is understood that he expects to reënter private business.

Word received from the Government Printing Office is that, although now reorganizing that entire bureau, no appointment has been made as yet for filling the vacancy which will be left by Mr. Ortleb.

The volume of business now being let by contract to commercial printers has reached such proportions that a Planning Division has been created under Robert A. Ritter. This department will decide which jobs are to be opened for outside firms, how bids will be accepted, and make all outside contacts.

"Linotype News" Changed

The October-December issue of *The Linotype News* has an entirely new format to stimulate the readers on layout possibilities for three newspaper sizes. *The Linotype News* is in two sections. The main format is that of the modern news-magazine. The sixteen-pica three-column page is 150 agate lines in length. Body type is Caledonia, with the heading set in Caledonia Bold, Baskerville Bold Italic, and Baskerville Bold.

An insert section shows two pages made up of five twelve-pica columns of 305 agate lines; also just a single page of eight twelve-pica columns 305 agate lines long. The text type used is Paragon, the heading being in Franklin Gothic Italic, Erbar Medium Condensed, Spartan Heavy, and Spartan Heavy Italic. Pages are made up with single- and double-column heads and streamer headlines.

Armstrong Now Sales Manager

Knox Armstrong, a vice-president of Chicago Federated Advertising Club, and active as a lecturer on sales and sales management, has been appointed city sales manager of Jahn & Ollier Engraving Company, Chicago. He was for ten years advertising manager of Wilson Bros.

Tells About Alphabet

How the horns of an ox developed into the letter "a," and other facts about the twenty-six letters of the alphabet, are told in a sixteen-page-and-cover booklet produced by the Lanston Monotype Machine Company. Copies may be obtained by writing to the director of publicity, Frank M. Sherman. The booklet is titled "The Origin and Development of Printing Types" and is based on an address delivered at Franklin Institute by Sol. Hess, art director of the Lanston Monotype Machine Company.

The PRINTING INDUSTRY In Boise

The following totals were compiled from individual reports supplied by the seven Boise printers who sponsor this folder:

ANNUAL VOLUME OF PRINTING BUSINESS

\$904,772.29

ANNUAL PAYROLL FOR ALL EMPLOYEES

\$446,306.46

NUMBER OF EMPLOYEES

265

TOTAL PERSONS SUPPORTED

994

ANNUAL EXPENDITURE FOR MATERIALS

\$277,668.99

AMOUNT INVESTED IN EQUIPMENT

\$477,969.70

These totals do not include payments for rent, taxes, etc., expenditures which add to printing's contribution to the community of Boise. Payroll taxes paid by the Printing Industry in Boise exceed \$20,000 annually.

One section of two-color folder designed by R. W. York, of Syme-York Company, Boise, Idaho, for community advertising distribution

those by Virgil, Horace, Dante, and Chaucer. The Ptolemy "Cosmographica," printed a decade before the voyage of Columbus, was interesting as it showed Greenland which was then the only known part of what is now called the western hemisphere.

Exhibits Folders at Show

An exhibit of Baum folders was conducted during the recent Business and Industrial Show held at the Murat Theater, Indianapolis. Robert Heuslein, in charge of sales in that city, was in attendance at the exhibit during the period of the show.

No Increased Metal Costs

An announcement made by the National Defense Advisory Commission promises that armament purchases will cause little or no rise in the cost of type metal. A careful survey of type metal needs has been made. It was learned that the United States has adequate supplies of lead, antimony, and tin—provided the country is not cut off unexpectedly from present sources.



Students Brave Blizzard

When a class in printing can boast of 40 per cent attendance on the night of a raging sub-zero blizzard—and Armistice Day at that—and then on the following night (with the city snowbound) has 100 per cent registration, the students are obviously getting something well worth while. That is the record set by a school operated in Minneapolis and Saint Paul by coöperation of American Type Founders Sales Corporation, the Graphic Arts Industry, Incorporated,

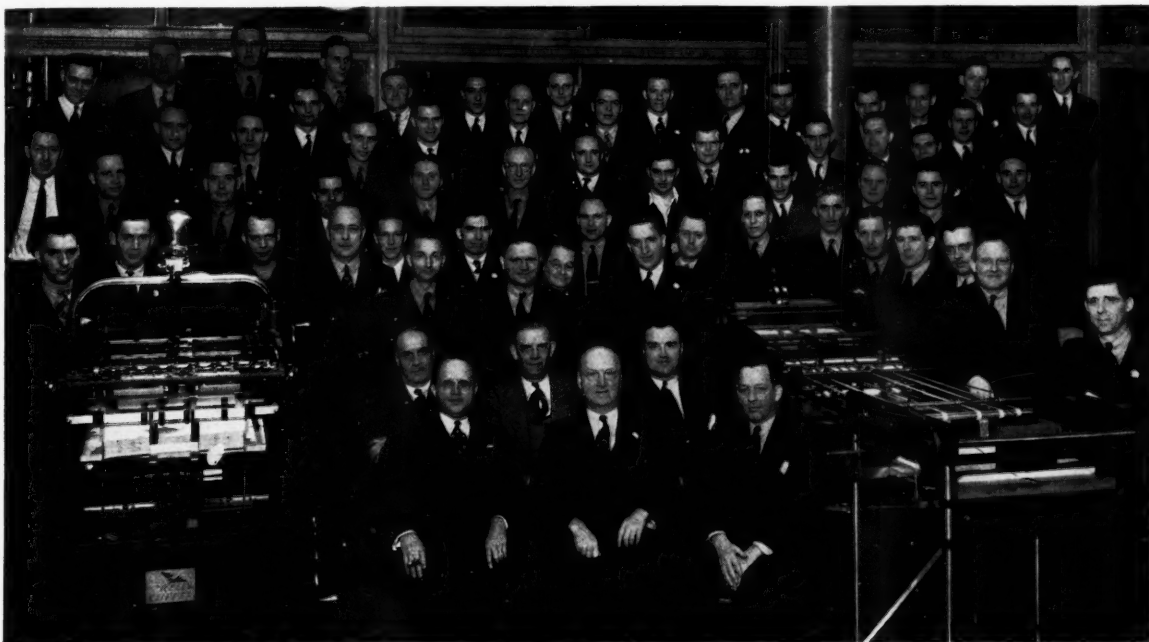
tional president of Sigma Delta Chi, read the citation and presented the key to Mr. Meyer. In the citation, Mr. Meyer's long experience in the graphic arts was referred to, and his connection with the Sigma Delta Chi cited.

\$280,000 G.P.O. Saving

Public Printer A. E. Geigengack has announced a change in format for *The Congressional Record* which will effect considerable saving in composition cost. Starting from the January 3 session of

New York City Campaign

Efforts to reverse the outgoing tide of printing from New York City are being made by a "Print It in New York" campaign which was launched with a barrage of publicity on December 13, by a joint committee representing the New York Employing Printers Association, The Allied Printing Trades Council of New York, and the New York City's Department of Commerce. Facts concerning the facilities of the city to produce all kinds of printing are contained



Leaders in the Twin Cities educational movement, left to right (front row): I. S. Preston, industrial relations chairman, Graphic Arts Industry, Charles H. Jensen, president, Graphic Arts Industry, Clarence A. Loquist, president, Saint Paul Allied Printing Trades Council; (second row) Gilbert Davis, president, Saint Paul Pressmen's Union; W. O. Lund, membership chairman, Graphic Arts Industry; Paul J. Ocken, vice-president, Graphic Arts Industry; (third row): I. S. Judkins, educational director, American Type Founders Sales Corporation; Harry Wentz, secretary, Graphic Arts Association of Saint Paul; C. E. Johnston, field secretary of Graphic Arts Industry; James Tracy, president, Minneapolis Pressmen's Union, and Harry Dettlef, northwestern manager, American Type Founders Sales Corporation

and the International Printing Pressmen and Assistant's Union locals of both Minneapolis and Saint Paul.

The term was eight weeks, five nights a week, and two and a half hours a night. The men were given intensive training in operation of high-speed automatic presses. About half of those in the class were employed in the industry. It is expected that the draft will create openings to give the remaining men an opportunity to put their training to practical use.

John L. Meyer Honored

John L. Meyer, secretary-treasurer of the Inland Daily Press Association since 1932, was honored for outstanding service to National Sigma Delta Chi and presented with the "Wells Memorial Key" at a joint meeting of Chicago Headline Club and Northwestern undergraduate chapter at Adventurers' Club, Chicago, December 13. George A. Brandenburg, of *Editor & Publisher*, past na-

Congress, the magazine will use a three-column format rather than the two-column one which was adopted in 1873. It is reported that if this change had been in effect during the past congressional session, there would have been a saving of approximately \$280,000.

Frank W. Fillmore Dead

Frank W. Fillmore, for thirty years associated with the cost-accounting department of the United Typothetae of America, died suddenly at St. Petersburg, Florida, December 4. During his long service of thirty years he had never missed a day on account of illness, according to the management of the U. T. A. He was born in Boston, December 25, 1871, and would have been 69 years old had he lived three weeks longer. He joined the U. T. A. staff in 1910, having previously served as an accountant with mercantile concerns, and the *Wall Street Journal*. He resigned his position with the U. T. A. on November 15.

in a forty-page brochure, page size, 10¼ by 13¼ inches, copies of which are being mailed or otherwise delivered to printing buyers, accompanied with a letter from George A. Sloan, commissioner of commerce of the City of New York and chairman of the Mayor's Business Advisory Committee.

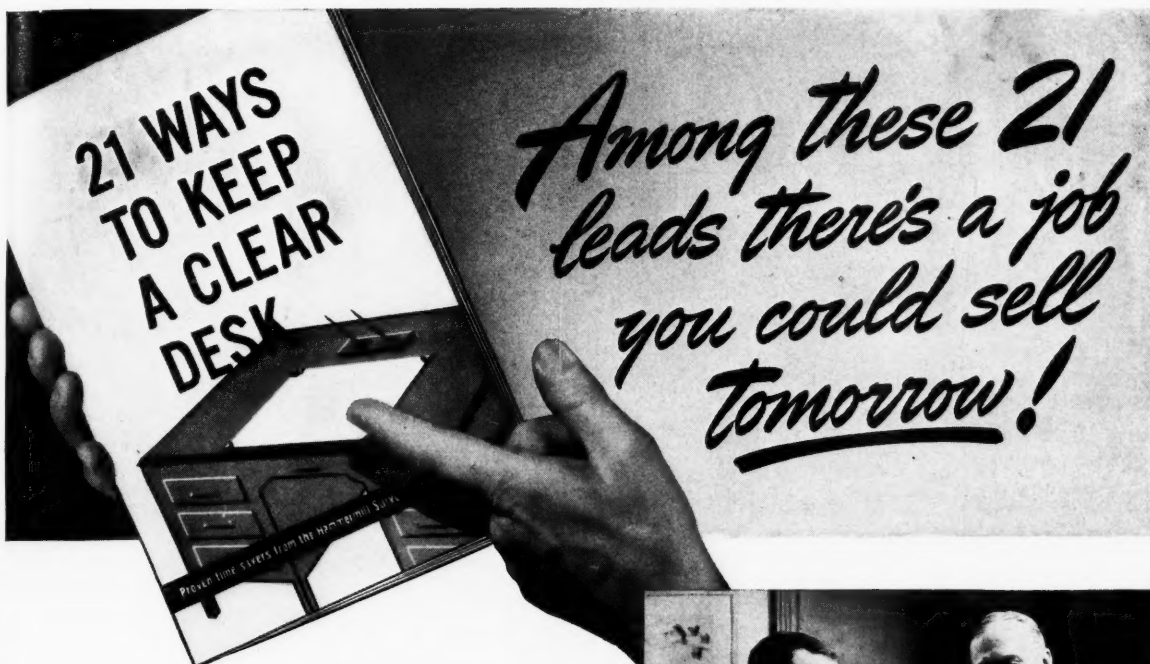
In a statement issued to the newspapers concerning the campaign, Commissioner Sloan indicated that printing prices in New York City are competitive with prices anywhere, and that it is good business from the standpoint of service, quality, and cost to buy printing in that city. The three-column, ten-inch display advertisement which appeared in the daily newspapers on the day that the new campaign was announced stresses the same points. The *New York Times* in its news story—almost a column long—said that the purpose of the campaign is "to bring back to New York a part of the printing business lost during the depression years."

"Versatility"

"Versatility"

***Makes the Kluge Automatic Press
the Busiest Press In Any Pressroom!***

BRANDTJEN & KLUGE · INC.
MANUFACTURERS · SAINT PAUL, MINNESOTA



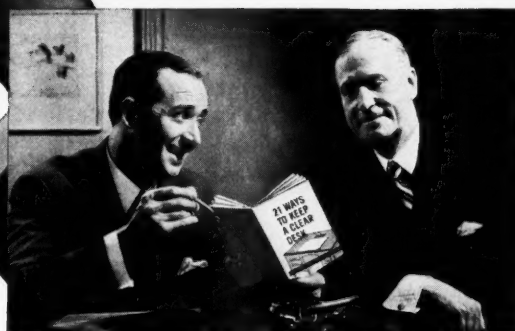
Use this book to show your customer how some printing job will make his work easier.

ONE of your customers needs a printing job *right now*. In fact, many of your customers need more printing these days. Increased production . . . larger sales . . . new men to train . . . extra details . . . all mean extra work—work that printing can get done.

Hammermill's new book, "21 Ways to Keep a Clear Desk," provides the way to get this business. It outlines definite, practical ways to use printing to organize work efficiently.

Use the book to show your customers how *they* can use printing to clear away detail, speed routine, cut down errors, lighten work in their own offices. You'll help them and you'll build extra business for yourself.

Send for your copy of "21 Ways" today. It's packed with opportunities for you to sell printing. And get a copy of the Working Kit of Hammermill Bond. Matched stationery, letterheads, envelopes, printed forms, color signal system, choice of paper—whatever the job, it makes your selling easier. *Mail coupon now.*



HOW "21 WAYS" CREATES PRINTING ORDERS

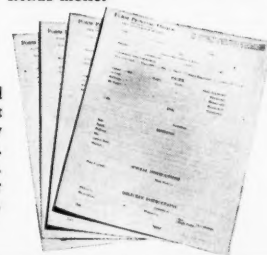
- ▶ Specific suggestions for Sales Managers, Purchasing Agents, Credit Managers, Office Managers, Printing Buyers. Forms to help each in his own job.
- ▶ Printed forms that gather information . . . summarize it . . . pass it on . . . follow it up . . . record it for the files. Usable forms that you can sell *today*.

* * *

Here's another selling tool! Layout and order sheets help your customer lay out form or letterhead instructions easily and accurately. Help you get the order. Eliminate errors and misunderstandings. Free up to 100. Nominal charge for larger quantities. *Send for sample supply.*

▶ Color Signal System—use the Working Kit of Hammermill Bond to show how it speeds up office routine and eliminates errors. An idea that costs your customer nothing extra, yet means extra orders for you.

▶ And use the Working Kit to sell matched stationery—letterheads, envelopes, forms, all with a family resemblance. Land the whole stationery order instead of letterheads alone.



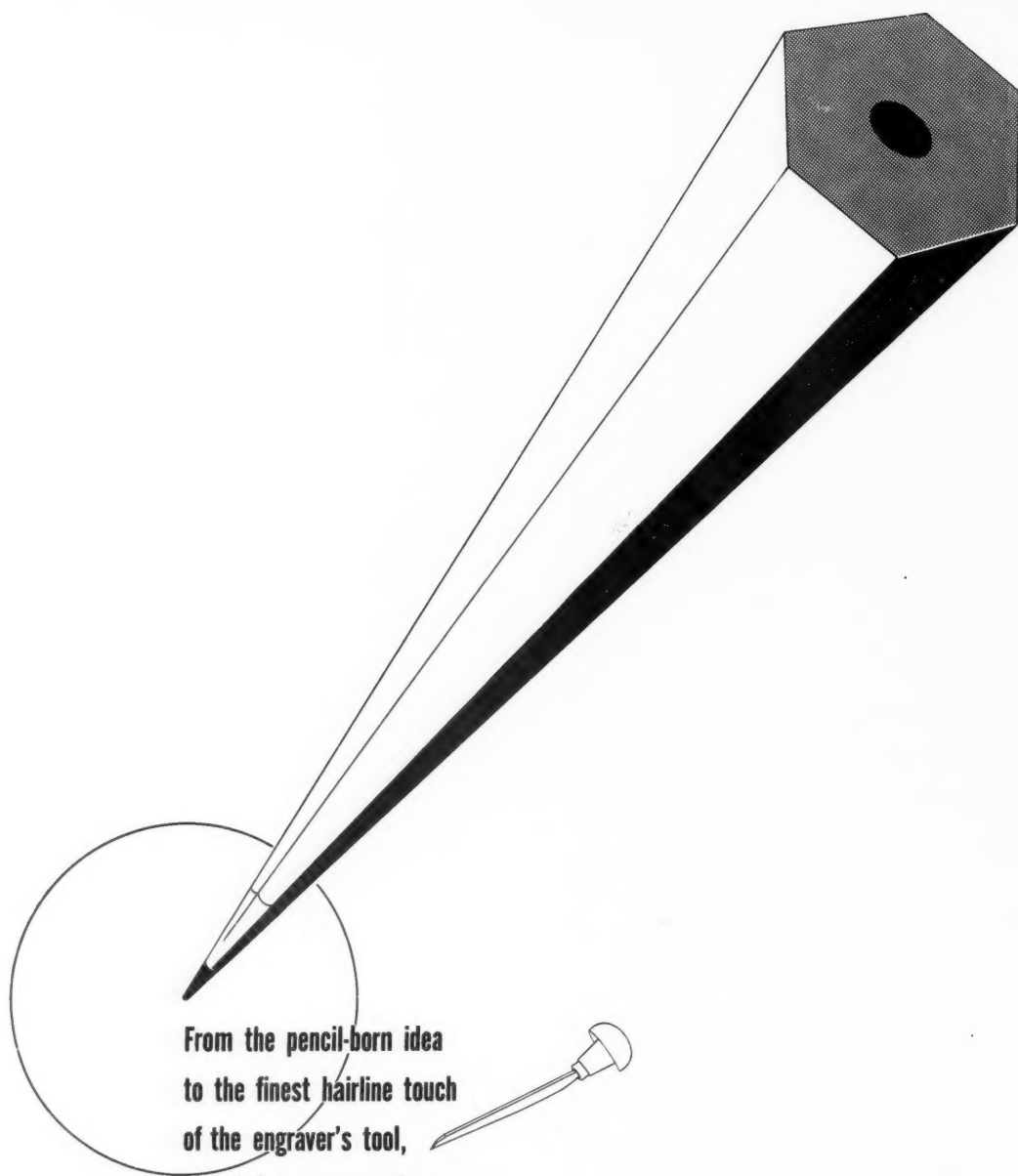
Send for it!

Hammermill Paper Co.
Erie, Pa. IP-JA

Please send me my free copy of "21 Ways," layout and order sheets, and the Working Kit of Hammermill Bond.

Name.....

Position.....
(Please attach to *business* letterhead)



From the pencil-born idea
to the finest hairline touch
of the engraver's tool,
we pledge consummate care,
imagination, craftsmanship,
to give your ads more life,
more warmth, more power
in 1941.

*Use Superior's 5-Phase Production
Plan . . . artwork, photography,
photo-retouching, composition,
and engraving—all under one roof.
For day or night service,
phone Superior 7070.*

SUPERIOR ENGRAVING COMPANY, Chicago

Ojibwa Golf Club
CHIPPEWA FALLS, WISCONSIN

OJIBWA GOLF CLUB
CHIPPEWA FALLS, WISCONSIN

JOHNNY LEE

wins *two up*

Johnny Lee* is a sales-minded printer! When a local golf club asked him: "How much for 5 thousand envelopes?", he determined to land that order through a little *extra* service.

He looked at his type cases and had an idea. He saw that when you take a long rule and a few short ones, you have a golf club; that a circle gives you a mighty good golf ball. He combined this with Caslon type and had a corner card that not only *sold* the envelopes but resulted in an order for letterheads as well.

Attractive corner cards sell envelopes. Attractive envelopes sell letterheads, billheads, statements . . . it works both ways. And your type cases are full of pictures that will lift your "bid" out of competition.

Are you interested? Use the coupon!

*Here is one of the corner cards designed by John P. Lee of the Robert G. Lee Press, Chippewa Falls, Wisconsin. Materials: One 36 point circle, shoulders trimmed. One 13 pica 2 point rule for shaft. One 4½ pica piece for bottom of club. Three 1½ pica pieces for top and end of club head. Types: Caslon Bold and Caslon Open Face. *Only fifteen minutes' extra time making these two set-ups.*

THERE'S AN EXTRA PROFIT FOR YOU WHEN YOU SAY: "LET ME SUPPLY THE ENVELOPES, TOO!"

FREE Practical sample sets showing how printers can make their type cases earn *extra* money. **NOTE:** Please send us some of *your* envelope samples—we'd like to include them in future bulletins.



United States Envelope Company
General Offices  Springfield, Mass.

2 MANUFACTURING DIVISIONS . . . 5 SALES-SERVICE OFFICES

U. S. ENVELOPE CO., Dept. 113, Springfield, Mass.

Please send me **FREE** your new sample set showing how to design effective corner cards, and put my name on your list to receive future suggestions for lifting envelope business out of competition

Firm Name _____
Address _____
Attention of _____
My Paper Merchant or Envelope Supplier is _____

(This offer is limited to the United States)

suggestion

**hold your
letterhead
to the light**



question

**does
it
bear
this
signature?**

The Strathmore Watermark stands for character in paper-making, for fine letterheads with impressive, expressive qualities of texture and surface. A letter on STRATHMORE BOND, or STRATHMORE WRITING, will cost less than 1% more than a letter written on the cheapest paper you might buy. And on STRATHMORE PARCHMENT, or STRATHMORE SCRIPT, as fine papers as can be made, a letter costs only 2.9% more. At so little difference in cost, such extra effectiveness is true economy.

* * *

THE STRATHMORE BUSINESS PERSONALITY CHECK LIST shows all the ways in which a business is seen and judged by its public, gives all the *appearance factors* important to *your* business. Write on your business letterhead for this check list. STRATHMORE PAPER COMPANY, WEST SPRINGFIELD, MASSACHUSETTS.

STRATHMORE **MAKERS
OF FINE
PAPERS**

STANDARDIZE ON STRATHMORE

These advertisements tell your customers why a fine letterhead is true economy. They feature leading business firms that use Strathmore letterhead papers.

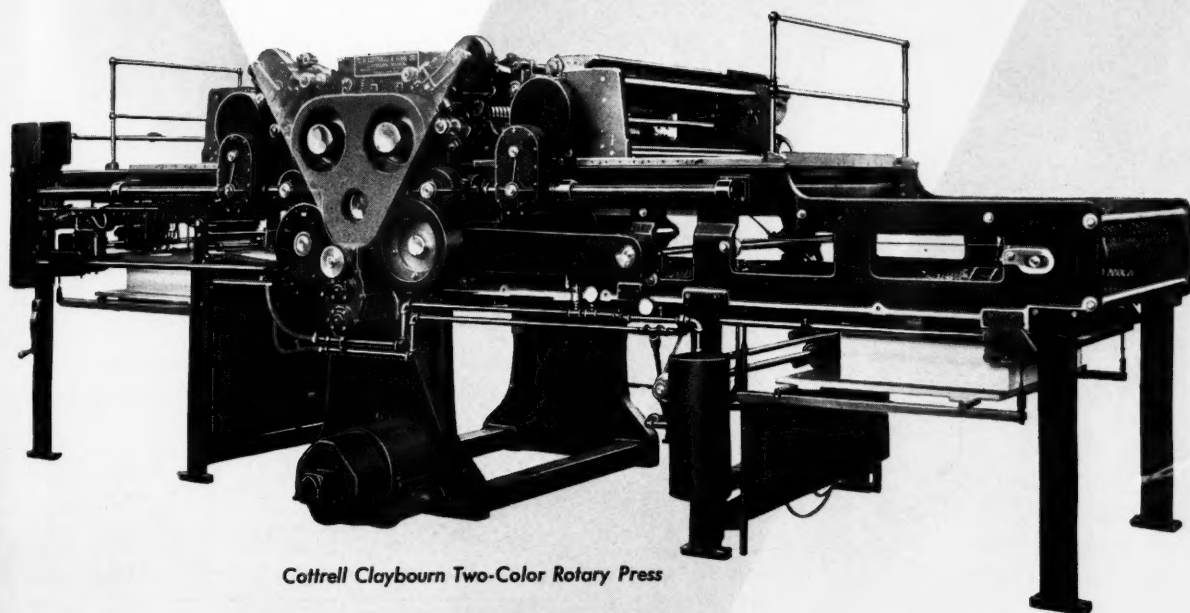
This series appears in:

FORTUNE
TIME
BUSINESS WEEK
NEWSWEEK
ADVERTISING & SELLING
PRINTERS' INK MONTHLY
SALES MANAGEMENT
TIDE
FORBES

NO. 1
PLATE
CYLINDER

NO. 2
PLATE
CYLINDER

IMPRESSION
CYLINDER



Cottrell Claybourn Two-Color Rotary Press

Insuring accurate register even at speeds up to 5000 sheets an hour

With the Cottrell Claybourn Two-Color Rotary, there is no transfer of the sheet from one impression cylinder to another. Both plate cylinders operate on a single impression cylinder, as shown in the accompanying diagram. The sheet goes through the press with only one gripper bite . . . insuring accurate register even at speeds up to 5000 sheets an hour. Net production reported by users averages up to 4000 sheets (two colors) per

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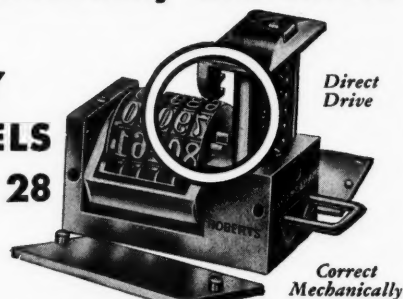
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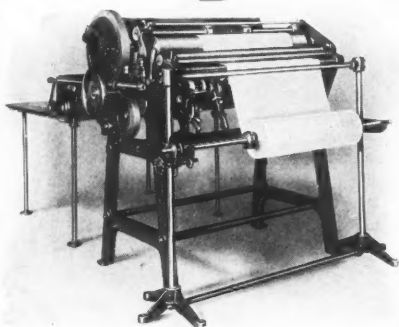
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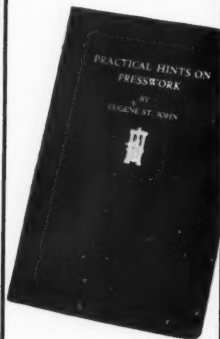
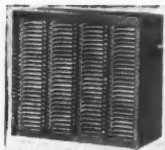
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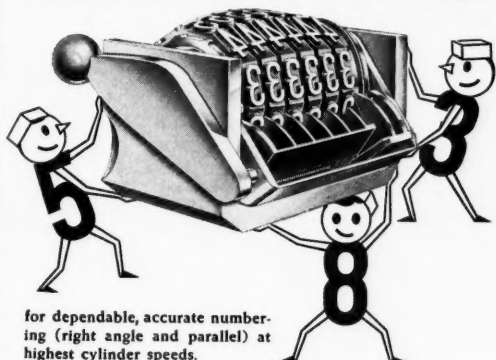
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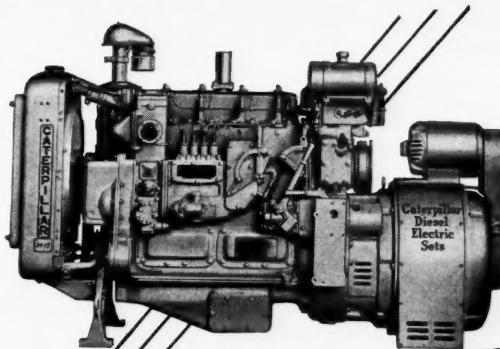
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Volume 106 • January, 1941 • Number 4

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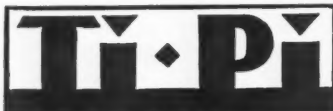
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JANUARY, 1941

Volume 106 • Number 4

Inland Printer

*The Leading Business
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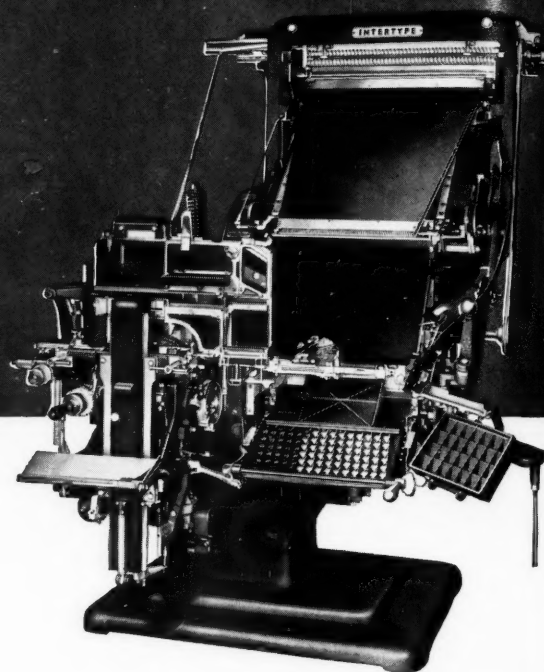
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